TO: NAEB Officers & Directors, FYI

FROM: H. J. Skornia

APR 18 1950

Network

Attached is a copy of the last letter from Stu Green at RWR, Vienna. Also, for your information, the schedule of programs, with indications of those we might be interested in, as sent him several months ago, when I first received a copy of the program plans.

If you'd like to suggest any changes or corrections, let me know. As soon as we get a quotation, on the basis of which we could divide costs, I'll rush it off to you.

Regards,

H. J. Skornia

HJS:mes

Encl.: (2)

P.S. With our new courses for fall I've wondered about a laboratory fee for practical courses using station facilities. Would you mind dropping me even a card to say whether or not you charge such a fee?

Thanks.

Dick—

Writing again. Programs vary greatly in length from 1 to 3 hours.

Could NAEB stand expense & collect from each station wanting copies? If 4 or 5 of us could guarantee $25.00, NAEB would be safe, & get it back.

SENDERGRUPPE

ROT-WEISS-ROT

(ISB Radio Section)

WIEN - SALZBURG - LINZ

4 April 1950

Dr. Harry J. Skornia
Vice-President
Chairman, Dept. of Radio
Indiana University
Bloomington, Indiana

Dear Harry:

I just received your inquiry with regard to the Salzburg festival recording proposition and I have answers to your questions. The machines are Magnecorders and are being used to take down material for a Stateside record company. Therefore, I don't think there is any question as to the quality of the recording. There are two machines and continuous recording is possible. Merky still hasn't brought in his estimate, but I have asked him to hurry it up.

We still haven't signed up for the Salzburg Festivals since conditions have not changed since my last letter.

Your regards have been passed around to all the persons mentioned in your letter. Please let me hear from you soon again.

Sincerely

s/

W. Stuart Green, D.A.Civ.
Program Officer, ISB
HQ USFA APO 777
c/o PM, N.Y. N.Y.

COPY

SALZBURG FESTIVAL PROGRAM

-----*Indicates those days containing material we would like to get.

-----Underlined items are those, specifically we would like, provided the program for first, second, third, etc. are different for Orchestral Concert, Dome Concert, Serenade and Chamber Concert.

-----We would be glad to attempt to send the necessary tapes, so recording can be done at 7½" (preferably) or 15" per second if possible.

July:

*Thursday - 27th: Don Giovanni - 7 P.M.
*Friday - 28th: "Der Verschwender" (The Spendthrift) - 7 P.M. 1st Chamber Concert - 8 P.M.
*Saturday - 29th: The Magic Flute
*Sunday - 30th: Everyman - 5 P.M.; 1st Mozart Matinee - 11 A.M.; 1st Dome Concert - 8:30 P.M.
Monday - 31st: Don Giovanni - 7 P.M.

August:

*Tuesday - 1st: "Der Verschwender" - 7 P.M.; 1st Orchestral Concert - 8 P.M.
*Wednesday - 2nd: Twelfth Night - 7 P.M.; 2nd Chamber Concert - 8 P.M.
Thursday - 3rd: The Magic Flute - 8 P.M.
Friday - 4th: Don Giovanni - 7 P.M.
*Saturday - 5th: "Der Verschwender" - 7 P.M.; Fidelio - 7 P.M.
*Sunday - 6th: 2nd Orchestral Concert - 11 A.M.; Everyman - 5 P.M.; 2nd Dome Concert - 8:30 P.M.
*Monday - 7th: 1st Serenade - 9 P.M.; 3rd Chamber Concert - 8 P.M.
Tuesday - 8th: Twelft Night - 7 P.M.
*Wednesday - 9th: The Rape of Lucretia and Romeo and Juliet - 7 P.M.
Thursday - 10th: "Der Verschwender" - 7 P.M.
Friday - 11th: Fidelio - 7 P.M.
*Saturday - 12th: Capriccio - 7:30 P.M.
*Sunday - 13th: Everyman - 5 P.M.; 2nd Mozart Matinee - 11 A.M.; Dome Concert - 8:30 P.M.
*Monday - 14th: "Der Verschwender" - 7 P.M.; 4th Chamber Concert - 8 P.M.
*Tuesday - 15th: The Rape of Lucretia and Romeo and Juliet - 7 P.M.; 3rd Orchestral Concert - 11 A.M.; Everyman - 5 P.M.; 2nd Serenade - 9 P.M.
Wednesday - 16th: Twelfth Night - 7 P.M.; The Magic Flute - 8 P.M.
*Thursday - 17th: Fidelio - 7 P.M.; 5th Chamber Concert - 8 P.M.
Friday - 18th: Don Giovanni - 7 P.M.
Saturday - 19th: "Der Verschwender" - 7 P.M.; Capriccio - 7:30 P.M.
*Sunday - 20th: 4th Orchestral Concert - 11 A.M.; Everyman - 5 P.M.; 4th Dome Concert - 8:30 P.M.
Monday - 21st: The Magic Flute - 8 P.M.
Tuesday - 22nd: "Der Verschwender" - 7 P.M.; Fidelio - 7 P.M.
*Wednesday - 23rd: Twelfth Night - 7 P.M.; 5th Orchestral Concert - 8 P.M.

*Thursday	- 24th:	6th Orchestral Concert - 8 P.M.
*Friday	- 25th:	The Rape of Lucretia and Romeo and Juliet - 7 P.M.; 3rd Serenade - 9 P.M.
Saturday	- 26th:	"Der Verschwender" - 7 P.M.; Capriccio - 7:30 P.M.
*Sunday	- 27th:	7th Orchestral Concert - 11 A.M.; Everyman - 5 P.M.; 5th Dome Concert - 8:30 P.M.
*Monday	- 28th:	The Rape of Lucretia and Romeo and Juliet - 7 P.M.; 4th Serenade - 9 P.M.
Tuesday	- 29th:	Don Giovanni - 7 P.M.
Wednesday	- 30th:	Capriccio - 7:30 P.M.
*Thursday	- 31st:	8th Orchestral Concert - 8 P.M.

WILLIAM O'DWYER, Mayor

SEYMOUR N. SIEGEL, Director

WNYC

WNYC-FM

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N.Y.
WORTH 2-5600

RECEIVED
APR 20 1950
RADIO STATION
WOI

April 18th, 1950

Mr. Richard B. Hull
W O I
Iowa State College
Ames, Iowa

Dear Dick:

I have your note of April 12th, and in accordance with your request, I am forwarding whatever so-called printed material we have on the NAEB Transcription Network.

Trying to keep a half-dozen Indian Clubs in the air at one time is not an easy job. This thing has taken tremendous resources in personnel and in money. I have virtually exhausted our telegram code in the current budget, just trying to get some of our brethren to give us a fast and firm answer. Mrs. Linder has been devoting almost all of her time trying to keep this Network functioning.

Any arrangements we have made thus far have been for strictly non-commercial purposes. While I appreciate your interest in labor stations, so far as I know, such stations are selling time, and the arrangements we have made thus far would not be applicable. Obviously, such stations could apply direct to the originators of these programs for permission to use them. Unfortunately, I do not have sufficient resources here to do the job.

I hope you understand my position.

Cordially,

Seymour N. Siegel
Director

sns:L

NAEB NET

April 29, 1950

Mr. Seymour N. Siegel, Director,
Municipal Broadcasting System,
Municipal Building
New York 7, N. Y.

Dear Sy:

Thanks very much for your April 18th letter. I do understand your position completely and I see why it is quite impossible to include any labor stations in the picture. My thought was not very practical at the moment, I believe, and it sprang from the discussions that Probst and I had in connection with the Ford financed network whereby we included these stations along with educational stations hoping that the outlets would pay a nominal fee for the purpose of using the program. This has no relation to the present operation and I shouldn't have brought it up.

I completely sympathize and appreciate what you're doing. I think you're making strides -- the first significant strides anyone has made -- in setting up an educational network, and I realize, though not as acutely as you who are the victim, how much extra pain and worry this involves -- particularly the matter of getting firm answers from the brethren, as you say.

One item of encouragement, I think, is the news George Probst may have given you, which is still confidential, that the Ford Foundation is finally getting itself set, that they have selected a director and that in the preliminary screening our project emerged and is one of the first two or three to be considered by the organization.

Will go into this a little bit more at Columbus. Best wishes.

Cordially,

Richard B. Hull
Radio-TV Director

RBH:VH

NAEB Net

April 29, 1950.

Returned

Mr. M. Gruber,
Secretary to M. S. Novik,
Room 630, International Bldg.,
Rockefeller Center,
New York City, N. Y.

Dear Mr. Gruber:

With respect to your April 25th note regarding the question of WE HUMAN BEINGS, I wrote you in answer to a memorandum and enclosure you sent April 3rd. This memorandum came from WDET-FM in Detroit. Apparently this is Morry's labor station. This fellow was asking about this show and as a result I wrote to Morry and to Cy Siegel, telling them of this request and interest in the show. Cy says the show is a tape show from the Lowell Institute in Boston, produced by Parker Wheatley, but that it is not available on a free basis because of the cost of tape and duplication. If there is any further interest on the part of Detroit, they should work it out with Morry through Cy for some kind of a pay arrangement. This was one of the shows that Siegel is releasing over the NAEB tape network.

Sincerely,

Richard B. Hull
Radio - TV Director

RBH/var

Memorandum from

M. S. NOVIK

Dear Mr. Hull:

Mr. Novik wanted me to check with you re WE HUMAN BEINGS. We don't seem to remember what it was all about. Will you please supply the details? I do have a copy of our memo to you of April 5, 1950, but might have sent your original memo on.

Thank you,

M. Lambert

Secretary

P.S. Received the six copies of the NAEB list this morning.

Falsey

Naeb net

April 12, 1950.

Mr. Seymour Siegel,
Station WNYC,
Municipal Broadcasting System,
New York, N. Y.

Dear Sy:

I have a note from Morry who was sent a request by WBET-FM in Detroit asking about this NAEB paid network stuff on WE HUMAN BEINGS.

How about furnishing Morry all the printed material and put him on the regular mailing list so he can hit the labor stations with this?

I'm having a young man assist me somewhat in compiling stuff on NAEB business. If you could send us all the printed material you may have on the NAEB paid network to date -- that is, the ditto stuff-- we could assemble in an orderly file and be ready to answer such questions as need to be from here.

If you should have a moment, why not dictate a story for Burton to use in the next News-Letter?

Sincerely,

Richard B. Hull
President

RBH/var

Halsey

in a B net

April 12, 1950.

Mr. M. S. Novik,
630 Fifth Avenue,
New York, N. Y.

Dear M. S.:

In connection with the show WE HUMAN BEINGS, I believe this concerns an arrangement Siegel has worked out with Wheatley and his working out with some others whereby he is acting as a clearing house for distributing paid programs. I know Wheatley has furnished him several from the Lowell Institute. I have not yet received full detail on this myself, but Siegel and I talked it over one time and I suggested he simply go ahead and get the thing rolling. Why not give him a ring and ask him to send the stuff over -- that is, such printed material and descriptions as he now has? Or put your guy in touch with him. I think he has the matter in hand.

Sincerely,

Richard B. Hull
Radio - TV Director

RBH/var

WDET FM

52,000 WATTS • 101.9 MEGACYCLES

TELEPHONE VERMONT 8-3048
RADIO PLACE — DETROIT 28, MICHIGAN

April 3, 1950

Novik,

Do you know anything about the show "WE HUMAN BEINGS", distributed by the National Association of Educational Broadcasters? Is it any good? Is it suitable for us? Is it available to us?

Say

Dear Mad Rod
I know
we
Talking
about

Halsey - Marshall

May 19, 1950.

Mr. Seymour Siegel, Director,
Municipal Broadcasting System,
Municipal Building,
New York 7, N. Y.

Dear Sy:

Enclosed is a letter from Joe Maddy of the National Music Camp which possibly has reached your attention. When it came to our Program Director, Chris Donaldson, I suggested he reply to Joe but it would be best for him to write you about this with a view for possible clearance rather than establishing a series of exchanges other than our own to be used by our own members. It may well be that you're too burdened with the network already to consider adding an extra complication such as this, but in any event I wanted you to be advised of it.

Best wishes.

Sincerely,

Richard B. Hull
President

RBH/var

Enc.

KUOM - Minn
WHA - WUSD KASC Manhattan Kansas

WINTER ADDRESS
ANN ARBOR, MICHIGAN
SEPTEMBER - JUNE

SUMMER ADDRESS
INTERLOCHEN, MICHIGAN
JULY AND AUGUST

JOSEPH E. MADDY
PRESIDENT AND SECRETARY

T. P. GIDDINGS
VICE-PRESIDENT

C. M. TREMAINE
TREASURER

MARGARET A. STACE
ASSISTANT TO THE PRESIDENT

GEORGE G. MACKMILLER
ASSISTANT TREASURER

NATIONAL MUSIC CAMP

Serving America's Gifted Youth

ORCHESTRA - BAND - CHOIR - RADIO - DRAMA - DANCE - ART

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FRANKLIN DUNHAM, TRUSTEE
CHIEF OF RADIO, U.S. OFFICE OF EDUCATION

J. JOSEPH HERBERT, TRUSTEE
ATTORNEY-AT-LAW, AND REGENT UNIVERSITY OF MICHIGAN

CLYDE VROMAN, TRUSTEE
DIRECTOR OF ADMISSIONS, UNIVERSITY OF MICHIGAN

JUDITH WALLER, TRUSTEE
DIRECTOR OF PUBLIC SERVICE AND EDUCATION, CENTRAL DIVISION NATIONAL BROADCASTING COMPANY

April 25, 1950

Dick - May I see you about this?

Chris

Mr. Chris Donaldson
Program Manager
Broadcasting Station WOI
Iowa State College
Ames, Iowa

Dear Mr. Donaldson:

Our engineers have ascertained that it will cost us about $1.50 per 60-minute program to make Magnecord tape copies of our programs (at 15 or 7½ speed) provided the stations furnish the tape--which should be TYPE 111A Scotch Tape. Our engineers would like to know the type of tape equipment used by the stations desiring the transcriptions. They prefer to make the recordings at 15 speed.

For your information I am enclosing a schedule of broadcasts from Interlochen for the coming summer, together with a list of NAEB stations interested in receiving the programs. These programs will be fed by wire to Station WKAR (Michigan State College, East Lansing) and to Station WUOM (University of Michigan. Ann Arbor), then relayed to a number of FM stations in southern Michigan. We expect to record the programs on Magnecord Equipment at the time of the broadcasts, omitting dates and station identification. We would ship the transcriptions the day following each broadcast, by express, mail or airmail. We can arrange for an exchange of tape in whatever manner is most suitable to the stations.

If you care to arrange a circuit of five stations which would use any series of programs in succession (using the same transcriptions) the Camp will assume the cost of recording, so the only expense would be postage and return of tape. For a circuit of three stations the Camp would assume half of the recording expense, so each station would receive the transcriptions for 25¢ per 60-minute program.

We are ready to complete arrangements for the transcription service and will appreciate hearing from you as to your wishes.

Sincerely,

Joseph E. Maddy

Joseph E. Maddy, President

JEM:mb

An educational institution incorporated not for profit

Halsey - NAEB network

May 24, 1950.

Mr. Seymour N. Siegel, Director,
Municipal Broadcasting System,
Municipal Building,
New York 7, N. Y.

Dear Sy:

Many thanks for your May 18th letter. Will be looking forward to the RADIO DAILY story and I hope Burton will pick it up for the News-Letter. I think it very desirable to have it in RADIO DAILY. Of all the publications that have carried NAEB stuff, I notice that we have received more response from this one source than any other.

For instance, on the Skornia cost survey several years ago we got a good story in the DAILY and we received something like 60 requests for copies of the publication at a buck a throw.

I'm very much intrigued and pleased with the response the network is getting and I hope very soon that we have some financing so can underwrite you a little more and you don't have to bust your own neck and your staff to keep it going.

This week, Thursday and Friday, I will be at Illinois U. checking through the dope with Probst and Hudson formthe summer seminar at which time I will see you -- and as you say, I hope we see each other sooner.

One of the by-products of the Columbus meeting was a little foundation idea which may bring me to New York sometime within the next month and a half. Will let you know if it materializes.

Sincerely,

Richard B. Hull
Radio - TV Director

RBH/var

WILLIAM O'DWYER, MAYOR

SEYMOUR N. SIEGEL, DIRECTOR

WNYC

WNYC-FM

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N. Y.
WORTH 2-5600

MAY 22 1950
RADIO STATION
WOI

FILE NO.

May 18, 1950

Mr. Richard B. Hull
Radio - TV Director
Iowa State College
Ames, Iowa

Dear Dick:

I appreciate your note of May 11th. I have just given a story concerning the Network to "RADIO DAILY" and maybe if they do a good job on it, I will be able to forward it to Burton for use in the NEWSLETTER.

The first ten stations carrying the Cooper Union Series have been forwarded to Johnson Fairchild, and I have indicated the desirability of an increased grant for next year. The "Network" idea seems to have caught on, and I am getting requests from all over for membership.

I hope I see you soon.

With best wishes, I am

As ever,

Seymour N. Siegel
Director

SNS:cb

Halsey - NAEB

June 5, 1950.

network

Mr. Parker Wheatley,
Lowell Institute Cooperative Broadcasting Council,
28 Newbury Street,
Boston 16, Massachusetts.

Dear Parker:

This is a belated answer to your letter of April 4th enclosing the sample rating sheet for the NAEB transcription network. The only suggestions I would have to add would be some more specific comments for check under Technical Quality in things that would cover items like noisy tape, etc. Otherwise seems O.K. to me. Might be a question also of a mechanical nature on routing, timeliness of arrival, etc.

Using the spot suggested in your rating sheet, our program director, Chris Donaldson, says the following on "We Human Beings": "Very good show for what we (WOI) are trying to broadcast. A single-voice narration of certain periods of life or of problem situations. Well-produced with sound-effects, music, background, etc. I like the program".

I personally have had the opportunity to listen to several of these things and I think they rate most favorably right along with the "It's Your Life" production. You are to be congratulated. I hope that we can get some "sustenance" money to back Siegel a little bit in this because I think he is doing an admirable job with your help and that of several others, but I don't want it to get so burdensome it kills him.

It was nice to see you at Columbus and I look forward to seeing you again at Illinois. I was over there with Will Schramm, Bob Hudson, George Probst and Schooley the day you were called. I do hope you can be on hand.

Sincerely,

Richard B. Hull
Radio - TV Director

RBH/var

~~Radio~~

Dick - in this letter, Wheatley is merely suggesting a sample rating sheet for his programs & apparently is not requesting an answer.

My opinion on "We Human Beings": Very good show for what we're trying to broadcast. A single-voice narration of certain periods of life or of problem situations. Well-produced with sound-effects, music BG, etc. The kind of production I think we could do ourselves if we had time.

We've finished the series of seven programs.

Chris 5/19/50

Lowell Institute Cooperative Broadcasting Council

28 Newbury Street · Boston 16

MEMBERS OF THE COUNCIL: BOSTON COLLEGE · BOSTON UNIVERSITY
HARVARD UNIVERSITY · LOWELL INSTITUTE · MASSACHUSETTS INSTITUTE OF TECHNOLOGY
NORTHEASTERN UNIVERSITY · TUFTS COLLEGE

PARKER WHEATLEY, *Director*

Telephone: KENMORE 6-6522

APR 6 1950
WOI

April 4, 1950

Mr. Richard B. Hull, Director
Station WOI
Iowa State College
Ames, Iowa

Dear Dick:

We are happy indeed that WOI is carrying our WE HUMAN BEINGS series, and would very much like to have your comments upon it, favorable and/or unfavorable.

Now, have you a suggestion on how we can share comments on the Network programs in a reasonably standardized and systematic way? At the moment it seems to me that an adaptation of the Ohio State judging forms would be good. We substituted a more suitable heading, took out references to "accompanying materials," and added a fifth point -- "Technical Quality." I am enclosing a couple of samples of our proposal, and have sent some to Seymour Siegel. In addition to such systematic comments, I should hope that you would make freer comments in a letter.

All of us here consider the Network not only most important in itself, but also a laboratory of great importance for testing our efforts against your standards, both as to program and technical quality.

It will be good to hear from you, and I'll see you in Columbus.

Yours sincerely,

Parker Wheatley

cmh

Enclosures

NAEB TRANSCRIPTION NETWORK

Comments of Stations

Series Title _____ Program _____
Date of Broadcast _____ Station _____
Intended Audience _____

Program Rating _____

5	6	7	8	9	10

1. The Series as a Whole. Value of general purposes; comprehensiveness of series; adequacy of planning procedures; validity of evidence of audience acceptability; suitability for intended audience.

2. Content of Program. Is it appropriate to the series as a whole? Significance; authenticity; timeliness; motivation for further activity.

3. Radio Quality. Appropriateness to radio; comprehensibility; unity; duration (too long or too short); production; casting; script.

4. Suitability and Appeal for Intended Audience. Interest; vocabulary; sentence structure.

5. Technical Quality.

Date of Play Check _____ Name and Title _____

NAEB TRANSCRIPTION NETWORK

Comments of Stations

Series Title _____ Program _____
Date of Broadcast _____ Station _____
Intended Audience _____

Program Rating _____
5 6 7 8 9 10

1. The Series as a Whole. Value of general purposes; comprehensiveness of series; adequacy of planning procedures; validity of evidence of audience acceptability; suitability for intended audience.

2. Content of Program. Is it appropriate to the series as a whole? Significance; authenticity; timeliness; motivation for further activity.

3. Radio Quality. Appropriateness to radio; comprehensibility; unity; duration (too long or too short); production; casting; script.

4. Suitability and Appeal for Intended Audience. Interest; vocabulary; sentence structure.

5. Technical Quality.

Date of Play Check _____ Name and Title _____

naebnet

network.

June 13, 1950.

Mr. Seymour Siegel, Director,
Radio Station WNYC,
Municipal Broadcasting System,
New York, N. Y.

Dear Sy:

I went through some correspondence today and found a communication from Willard C. Winchers, the Netherlands Information Bureau. Mr. Winchers operates out of the mid-western division, Holland, Michigan, and if you will recall, has attended several of our NAEB meetings. At the last one he made an extended presentation on the possibility of tying in cultural programs from the Netherlands including the Amsterdam Symphony. I wonder if it would pay to contact him now that we have facilities for distributing tape. He would be expected to pay all costs from his end. If you think it worthwhile, we can both jump on him.

Next time you see Ted Cott, ask him if he still feels like sending 100 copies of the RPM to Burton Paulu for distribution. On the other hand, it may well be that Cott has stopped doing this since he took over at NBC. Would appreciate your comment.

Sincerely,

Richard B. Hull
President

RBH/var

Burton Pauley

(Burton - place

reborn - Duck Hill.

J. P. BOURDREZ
DIRECTOR NEW YORK

P T. Dec 15 30

WILLARD C. WICHERS
DIRECTOR MIDWESTERN DIVISION

THE NETHERLANDS INFORMATION BUREAU

(A Government Agency of The Netherlands)

THE NETHERLANDS INDONESIA NETHERLANDS ANTILLES and SURINAM

CABLE ADDRESS: NETHINFORM
TELEPHONE: 3174
IN REPLYING PLEASE REFER TO NO. 10-387-WCW:BU

MIDWESTERN DIVISION
NETHERLANDS MUSEUM
HOLLAND, MICHIGAN

NOV 2 1949

October 31, 1949

Answered Nov 2

Mr. Richard B. Hull
WOI, Iowa State College
Ames, Iowa

Dear Dick Hull:

I should be remiss if I did not express even this belated word of appreciation for the kind reception accorded me at the recent meetings of N.A.E.B. Although it was impossible to attend the full session, I derived a good deal from my contacts. You and your colleagues have been doing a most important work and I am happy that we can have the grand cooperation in scheduling so many of the programs produced by our Bureau.

While it may not exactly be within the province of N.A.E.B ., I do wish they could refer to an appropriate committee, the suggestion I made about sending an experienced broadcaster abroad, to produce educational type programs which would, I am sure, have wide circulation, among your affiliated stations. Certainly we would enlist the active support of Radio Nederland, and I feel certain that the Foreign Program Departments of most Western European countries would give surprising assistance.

I have had a letter from Mrs. Broderick who is writing at your suggestion to arrange for the deposit of transcribed programs for circulation to educational institutions regularly serviced by her agency. She suggests 50 copies as a minimum.

I am now in the embarrassing position of finding that the demand for these transcriptions from educational institutions has absorbed all our back copies so that I cannot furnish anything immediately to Mrs. Broderick. I am offering her a script series, "Feminine Vignettes" and reviewing other material which has been produced in the past.

I am enclosing a copy of my letter to Mrs. Broderick, and meantime, I am very appreciative of your interest in our material.

Sincerely yours,

Willard C. Wichers

WILLARD C. WICHERS

J. P. BOURDREZ
DIRECTOR NEW YORK

WILLARD C. WICHERS
DIRECTOR MIDWESTERN DIVISION

THE NETHERLANDS INFORMATION BUREAU

(A Government Agency of The Netherlands)

THE NETHERLANDS INDONESIA NETHERLANDS ANTILLES and SURINAM

CABLE ADDRESS: NETHINFORM
TELEPHONE: 3174
IN REPLYING PLEASE REFER TO NO. 10-388-MCW:BU

MIDWESTERN DIVISION
NETHERLANDS MUSEUM
HOLLAND, MICHIGAN

October 31, 1949

Mrs. Gertrude G. Broderick
Radio Education Specialist
Federal Security Agency
Office of Education
Washington 25, D. C.

Dear Mrs. Broderick:

Your letter of October 14, addressed to me at our New York office, has been sent on here for reply. Some months ago I had a discussion and subsequently correspondence with Dick Hull, President of the National Association of Educational Broadcasters, relative to the use of our transcriptions after they had been broadcast.

Mr. H. Emory Ellis, the Head of our Radio Department at New York produced a series of transcriptions which had, in the opinion of many of our educator friends, great value from the standpoint of audio education. As a matter of fact, Mr. Ellis intended that this series could be used for classroom instruction in some instances.

Dick Hull agreed with me that wider use should be sought for the transcriptions, and graciously volunteered to explore the possibilities with you. Now, Mrs. Broderick, some time has elapsed and we find ourselves in the embarrassing position of not being able to offer these series because most of them have either been destroyed by the radio stations or have found their way into school libraries.

The only exception to this is the series THE DUTCH STUDENTS SPEAK of which Mr. Ellis informs me, some 30 sets are on hand. We are forwarding a set of this series to you for audition. Meantime, in order that you may have some impressions of other programs produced by Mr. Ellis in the past, I am sending you descriptive material on ECHOES OF A CENTURY and the program HOLLAND--TODAY AND TOMORROW.

I trust that when our last series is projected, we may provide you with full information, and have your cooperation in distribution after they have been used by the radio stations.

Meantime, I am taking the liberty of enclosing four copies of a script program, "Feminine Vignettes" prepared by Miss Natalie Hall, Assistant Radio Officer. We

should be happy to see that 50 or more copies of this program are supplied to you weekly, or if you preferred, we could mail it direct to the addresses which you may furnish.

Again, may I thank you sincerely for your great interest, and I look forward to your valuable help in the future.

Sincerely yours,

W. C. W.

WILLARD C. WICHERS

enc.
cc. Mr. H. Emory Ellis
Mr. Richard B. Hull

WNEW 565 fifth avenue — new york 17, n.y.

office of the director
programs and operations

February 9 1950

Mr Richard Hull
Radio Station W O I
Ames Iowa

Dear Dick:

As I promised, I am sending you another copy of the RPM newsletter. I am holding about one hundred copies in reserve in case you wish to circulate them to the membership of NAEB. Would you please let me know if you would like the copies.

I just spoke to Cy Langlois of Langworth and he tells me that when April or May rolls around, he will have five hundred libraries of his 16" material. He seems very friendly to the idea of making some kind of special deal and rate with additional stations, so if you are interested in pursuing this aspect of our conversation, you might get in touch with him.

Also, when Ed Gruskin, who is head of radio for ECA in Europe was in town, he played for me a fifteen-minute show called "SALUTE TO THE WORKERS", which is produced in various languages all over Europe. This program consists basically of statistics on industry in short capsules, plus folk music of the various countries. The title could be changed to one of your own and you could have this series exclusively for members of NAEB. If you like, I will send you a record of it so that you can better judge its content.

With all good wishes.

Cordially,

Ted Cott
Vice President and
Director of Programs

TC:vlj

1950 Tape Net-

June 13, 1950

Mr. Burton Paulu, Manager
Radio Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

I am enclosing herewith a two-page summary of what I believe I said on your panel at Ohio State on the NAEB's tape transcription network.

I hope that it is not too late for inclusion in the IER Year Book.

With best wishes, I am

Sincerely,

SNS:cs
enc

Seymour N. Siegel
Director

One of the inescapable conclusions of the Allerton House Conference of 1949, was the necessity for an exchange of program resource among non-commercial educationaly stations. While the officers of the National Association of Educational Broadcasters were making representations to various Foundations for sufficient funds to establish a network or a transcription exchange, Mr. Richard Hull, the President of NAEB agreed with my suggestion to get a tape exchange started as soon as possible within the framework of whatever resource was now and at present available to the educational stations.

Accordingly, in the latter part of February 1950, an official offering of a series of programs produced by Parker Wheatley of the Lowell Institute Cooperative Broadcasting Council was offered to a half dozen member stations of NAEB. "We Human Beings" was the title of the first group offered. The second group was "A Long Life". The latter included talks on cancer, arthritis, accidents, alcoholism and other medical topics.

With funds provided by the trustees of Cooper Union, a third series was recorded, marking the 90th Anniversary of that institution. Entitled "Great Themes from the Great Hall", speakers included Ralph Bunche of the United Nations; Walter White of the NAACP; and Carlos Romulo of the United Nations.

A fourth series of programs featured concerts of the U.S. Army Band, originating in the Department of Interior auditorium in Washington, D.C., and the fifth series consisted of David Randolph's "Music for the Connoisseur".

All of the programs which have been offered so far have been of high quality and most of them have been award winners. The programs which have been offered are of an adult, mature and literate type, and represent a distinct addition to the radio fare of American broadcasting stations. Those stations now carrying these series, in addition to WNYC, are: WUOM, Ann Arbor, Michigan; WOI, Ames, Iowa; WHA, Madison, Wisconsin; WILL, Urbana, Illinois; KUSC, Los Angeles, California; KWSC, Pullman, Washington; and WOSU, Columbus, Ohio. Also, WNAD, Norman, Oklahoma; KUSD, Vermillion, South Dakota; WBAA, Lafayette, Indiana; WUOA, University, Alabama; and WLSU, Baton Rouge, Louisiana.

Preparations have been completed for offering a special series of distinguished dramatic productions of the British Broadcasting Corporation; a special concert series from the Canadian Broadcasting Corporation; and a special series of musical programs produced by the Economic Cooperation Administration, entitled "Orchestras of the World" which shows the tremendous economic and artistic progress made by the Marshall Plan countries.

UNIVERSITY OF MINNESOTA
GENERAL EXTENSION DIVISION
MINNEAPOLIS 14

RADIO STATION KUOM
770 ON YOUR DIAL

July 17, 1950

Mr. Seymour N. Siegel
Municipal Broadcasting System--WNYC
Municipal Building
New York 7, N. Y.

Dear Sy:

Last week I received a letter from Keith Tyler asking me to get in a report on the panel I arranged at Columbus.

Could you get me a page and a half summary of what you said so that it can be put in the IER Proceedings?

Sincerely,

Burton Paulu
Manager of KUOM

gk

Halsey - File na&n net

WNYC

WNYC-FM

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N.Y.
WORTH 2-5600

SEYMOUR N. SIEGEL
Director

JOHN DE PROSPO
Executive Officer

June 19, 1950

network

Mr. Richard B. Hull, President
National Association of Educational Broadcasters
WOI, Iowa State College
Ames, Iowa

Dear Dick:

Thank you for your note of June 13th regarding Moore Gates of The Middle East Institute. A copy of my reply to him is enclosed herewith.

With best wishes, I am

Cordially yours,

Seymour N. Siegel
Director

SNS:cb
Enc.

June 19, 1950

Mr. Moore Gates, Director
The Middle East Institute
Washington 9, D. C.

Dear Mr. Gates:

Mr. Richard Hull, the President of the National Association of Educational Broadcasters, has referred to me your note of June 6th concerning the possibility of using tape recordings for educational programs over the air.

NAEB has an established Tape Transcription Network, and we have made use of exactly the sort of material to which you refer. Before I can give you any concrete answer, however, I would like to be able to hear one or two of the tape recordings you have made.

If the program material is acceptable and the technical quality is likewise, we would be prepared to make an official offering to some twenty-six (26) University Stations from coast-to-coast. It is preferable that the individual programs be of half hour or one hour length. You would have to provide the original tape recorded at 7½ IPS in film mailers. The members of the network individually defray the cost of shipping from station to station.

If there is any other information with which I supply you, I hope you will not hesitate to call on me.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
Director

SNS:cb

Halsey- file nagBnet

THE MIDDLE EAST INSTITUTE
WASHINGTON 9, D.C.

ADAMS 4441

1830 NINETEENTH STREET, N. W.

June 20, 1950

Richard B. Hull, Pres.
National Association of Educational Broadcasters
WOI, Iowa State College
Ames, Iowa

Dear Mr. Hull:

Thank you very much for your letter of June 13, and I am encouraged that you have forwarded the material to Seymour Siegel.

The American public knows so little about the Middle East, and the Middle East plays such an important strategic role in all our efforts to create world peace, that all efforts to provide authentic first-hand information to leadership groups within the American public are well worth whatever efforts are required.

Thank you again for your cooperation.

Sincerely yours,

Moore Gates,
Director

June 13, 1950.

Mr. M. S. Novik,
630 Fifth Avenue,
New York, N. Y.

HAEB - Halsey

Dear M. S.:

Many thanks for your note of June 12th and enclosures, including Marcus' answer re. the Middle East Institute. I am returning the entire correspondence with this.

Sincerely,

Richard B. Hull
Radio - TV Director

RBH/var
Encls.

Halsey - Fwd NAEB
Ted

WNYC

WNYC-FM

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N.Y.
WORTH 2-5600

SEYMOUR N. SIEGEL
Director

JOHN DE PROSPO
Executive Officer

JUN 21 1950

June 19, 1950

Mr. Richard B. Hull, President
National Association of
Educational Broadcasters
WOI, Iowa State College
Ames, Iowa

Dear Dick:

I have your note of June 13th regarding Willard C. Winchers. I am writing to him suggesting that he make available a single copy of any special program that might be available for distribution to the NAEB network. The Amsterdam Symphony sounds like a terrific idea, but I have certain qualms in connection with Mr. Petrillo's point of view on the importation of foreign music. However, we got a clearance on the Canadian Concerts, so it is entirely possible that we might be able to do the same thing with the Netherland situation.

I am dropping Ted Cott a reminder concerning RPM. I do not know whether or not he is still in the publishing business.

With all best wishes, I am

Cordially yours,

Siegel

Seymour N. Siegel
Director

SNS:cb

Halsey - nazis net

July 12, 1950

net

Mr. Seymour Siegel
WNYC
Municipal Broadcasting System
Municipal Building
New York, New York

Dear Cy:

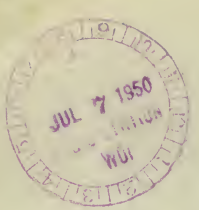
Many thanks for the copy of the letter addressed to Paul Hoffman on the ECA recordings. I hope something comes of this.

I very much appreciated knowing about the "pitch".

Sincerely,

Richard B. Hull
Radio - TV Director

RBH:eh



July 5, 1950

Hon. Paul G. Hoffman, Administrator
Economic Cooperation Administration
800 Connecticut Avenue, N.W.
Washington, D. C.

Dear Mr. Hoffman:

My attention has been called to the availability of recordings of some of the European top orchestras which might be made available through E.C.A.

WNYC is owned and operated by the City of New York on a strictly non-commercial basis, and we would like very much to be able to present these sixteen (16) 1-hour programs if they can be made available to us.

"Orchestras of the World" can also be distributed by WNYC to the member stations of the National Association of Educational Broadcasters. We have established a Tape Transcription Exchange among some thirty (30) university and college broadcasting stations from coast to coast. Since the program policies of these stations, all of which are non-commercial, appeal to the mature literate and adult segment of the radio audience, this would be an ideal vehicle for the display of E.C.A.'s success in pushing the artistic and economic recovery of Marshall Plan Europe. I hope that these programs might be made available to WNYC and the National Association of Educational Broadcasters.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
Director

Thanks - for your information SNS

SNS:cb

naEB net

TO: NAEB Officers and Directors
Robert Coleman
George Halsey
Harold McCarty

Halsey -

July 28, 1950

RBH-EH163

FROM: Richard Hull, President

RE: NAEB Network and Allerton House meeting

network

This is a brief report on a very remarkable development which took place at the second Allerton House meeting, which I was privileged to attend for two days. Seymour Siegel, as Director of the NAEB tape network, George Probst (Chicago University), as Chairman of the NAEB Foundation Committee and I jointly reported on plans and development for a nation-wide NAEB station network.

Siegel, who under-took to set up the mechanics of such a network last January, gave an astounding and beautiful report of what he has done to date. I'm sure that none of us (and certainly your president) had realized how far he had carried this endeavor.

He now has 30 stations in the NAEB tape network, which is a "Bicycle" network or "Round Robin", and is now planning four more new shows to add to the six which are on the road or scheduled. One offering, for instance, is a special series of plays produced especially for NAEB. The whole project marks a departure in American radio which is completely new and which Neal Morrison of the Canadian Broadcasting Corporation hailed publicly at the Seminar as "the most stimulating development in radio on the North American continent".

Siegel, in reporting his efforts, pointed out that the operation, as it now stood, was precarious to the degree it depended on him alone, subject as he is now to call from the Navy, in which service he holds the rank of Commander.

A further development--and the purpose of this letter--was the offer of University of Illinois, Indiana University, and Purdue to provide permanent headquarters for the network.

Illinois is willing to also secure funds to purchase tape duplicating equipment so that the NAEB network could then release the same program simultaneously to 30 or 50 stations rather than the bicycle arrangement now followed. This would permit an unusual kind of national publicity in publications such as the Saturday Review of Literature and Harpers Magazine, etc.

Siegel also pointed out that he could be subject to criticism since he is the sole determiner of what now goes on the tape network in a way of programs. As a consequence, I appointed an interam committee to serve until the October NAEB meeting at Lexington which would have two functions: (a) to review program selections made by Siegel and (b) to study the resources of our entire membership pending the October meeting so that we could begin a full-fledged plan whereby most of our members could promise to produce a single program or a series of 13 programs which could be released over the network.

The interam committee appointed consisted of Jim Miles, WBAA, Purdue University, Harry Skornia, WFIU, Indiana University, Harold McCarty, University of Wisconsin, and Frank Schooley, WILL, University of Illinois. Miles is being requested by Siegel to chairman a survey of member resources so as to present a full report at the October meeting. All Directors are requested to study and think about this proposed plan and to be prepared to vote on how we should proceed with a central headquarters such as Illinois, Purdue or Indiana as suggested.

Personally, I think the offer of Illinois University is amazingly generous and it follows a very logical pattern--(1) Illinois is our official NAEB headquarters now. (2) This would provide a permanent, well-financed headquarters for the network operation which Siegel could continue to advise from New York, but in the event of his being called up by the Navy, it could continue to operate by itself.

I want to make it clear that the arrangements being studied and to be voted on at Lexington are not dependent on the big foundation money we talked about so elaborately at our last meeting. This thing is already rolling, and with the contribution of some tape reels from each of us and a fraction of the money which we would spend on a transcription service plus aid Wilbur Schramm feels he could secure, we would be in business. The more elaborate funds plan previously discussed is still in the picture, but the amazing and gratifying thing about Siegel's operation to date is that we could do it ourselves--in fact, we are doing it.

I think it particularly important that we have an adequate representation of all regions in the country in any proposed network and program plan, so I am requesting each Director to make it a special responsibility to present the situation of his own region at Lexington.

Sincerely,

Richard B. Hull

Richard B. Hull
NAEB President

RBH:eh

WNYC

WNYC-FM

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N.Y.
WORTH 2-5600

SEYMOUR N. SIEGEL
Director

JOHN DE PROSPO
Executive Officer

Halsey
NAEB net

August 1, 1950

net

Mr. Richard B. Hull
WOI, Iowa State College
Ames, Iowa

Dear Dick:

Here is a copy of an item that appeared in Sunday's "Herald Tribune" about the NAEB Network.

With best wishes, I am

Cordially yours,

Seymour N. Siegel
Director

SNS:cb
Enc.

NEW YORK HERALD TRIBUNE,
42 SUNDAY, JULY 30, 1950

WNYC Directs New Education Radio Network

Puts Broadcasts on Tape for Re-Use by College Stations in 20 States

New York City's municipal radio station, WNYC, has become the key station of a new educational broadcasting network, it was disclosed yesterday by Seymour N. Siegal, director of the city broadcasting system.

Operating on a small budget and using funds provided b yCooper Union, the network utilizes tape recordings to provide programs to the member stations rather than the usual telephone lines employed by the large commercial broadcasting companies. More than thirty independent, non-commercial stations are participating.

The network is sponsored by the National Association of Educational Broadcasters and is designed, according to Mr. Siegel, to bring adult, literate, mature programs to an estimated audience of 4,000,000.

Programs have originated in New York, Harvard University at Cambridge, Mass., Washington, and in London through the cooperation of the British Broadcasting Corporation. Stations receiving them are in twenty states throughout the country. Most of them are college and university stations.

Facilities of WNYC are used to prepare the tape recordings; shipping by mail to the various stations is done by the WNYC staff and a WNYC staff member, Mrs. Terry Linder, has been placed in charge of co-ordinating the program schedules.

The tapes are circulated on a round-robin schedule. The first station mails the tape on to the next and so on until all stations have received and broadcast the tape. Then it is returned to WNYC.

Programs have included a series on health and development problems of human beings prepared by the Lowell Institute Co-operative Broadcasting Council at Harvard; the "Great Themes in the Great Hall" series of lectures at Cooper Union; the "Freedom Sings" series of Sesquicentennicl Concerts from Washington by the United States Army Band; a series of "Music for the Connoisseur" programs from WNYC and dramatic productions from the British Broadcasting Corporation.

KUSD

UNIVERSITY OF SOUTH DAKOTA

OFFICE MEMORANDUM

To: Richard B. Hull

Date: August 9, 1950

From: Irving R. Merrill

Subject: Sy

Dear Dick:

I am sure all members of the network feel the same way we do at KUSD. I hope we don't wait too long to let him know that fact.

Incidentally, I am sure he wasn't referring to you, but come to think of it your favorable comments are the only ones which probably got back to Sy.

Sincerely,

IRM

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
New York 7, N.Y.

Copy

August 4, 1950

Mr. Keith J. Nighbert, Program Director
Radio Station KUSD
University of South Dakota
Vermillion, South Dakota

Dear Mr. Nighbert:

Your note of August 1 has stunned all of us. We have been working very hard on the network here, but yours is the first gratuitous letter of enthusiasm that we have seen. I'm glad that any of our efforts have been helpful to KUSD; but even moreso for the opportunity of getting to know you, even if only through the mail.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
Director

SNS:as

Copy

KUSD

August 1, 1950

Mr. Seymour Siegel, Director
Municipal Broadcasting System
WNYC & WNYC-FM
New York City, New York

Dear Mr. Siegel:

On behalf of the programming staff of Radio Station KUSD I should like to extend our sincerest thanks and appreciation for your superb endeavor of the NAEB Transcription Network. The programs made available by the network are invaluable program aids to our station. If it were in my power to grant awards in educational radio, all trophies, flowers, and tributes would be to you and your staff for what I consider to be the outstanding accomplishment in educational radio.

May I assure you that Radio Station KUSD will do everything in its power to encourage and keep the NAEB Transcription Network going.

Sincerely,

Keith J. Nighbert
Program Director

KJN:cfr

Nafsey - NAEB network

Draft

August 22, 1950

Mr. Wilbur Schramm, Director
Institute for Communications Research
University of Illinois
Urbana, Illinois

Dear Wilbur:

The enclosed is a copy of the memorandum which followed the network discussions at Urbana. I do not believe I previously sent you a copy.

I hope I have quoted you correctly here. I think this thing is going to jell in good shape, and we will make that a major item of business in the Lexington meeting.

I certainly am deeply grateful for the opportunity to really solidify this development and put it in a sound headquarters, and all the over-tones and under-tones we both recognize I think can be adequately taken care of.

One important item might be this: I talked to Siegel in New York about two weeks ago, but did not see him. His feeling was that the network could not be run from two places and that it should go immediately to Illinois. By "immediately", I think he meant the end of the next series or two which he has booked. I objected to this, feeling that it would take some time to make the transition from him to Illinois and also pointed out the fact this would have to be officialized at Lexington, and, meanwhile, it would be better for him to continue as he now is and then if possible for Illinois to send whoever is to run the network to spend a month or two months with Siegel, getting the know-how of the operation.

If he should drop it at this point, it would fold, and surely we need to have him continue to run it until the end of October or November.

Best regards.

Sincerely yours,

RBH:eh
Enc:
cc: Schooley,
Hudson

Richard B. Hull, President

Halsey - network

WET

August 28, 1950

Mr. John Dunn, Director
WNAD and WNAD-FM
The University of Oklahoma
Norman, Oklahoma

Dear John:

I am just back from a brief vacation and beginning to clear up mail. Thanks for yours of August 7. I am glad you are proceeding with questioning of Region V members. Believe you are right about the shorter programs. This is one item we must take up at the Lexington meeting.

I had hoped to be in Oklahoma for the University Film Producer's meeting but could not make it. Wegener came instead (our production manager). He says he tried to call you but could not make contact.

Hope your budget situation improves. Am very anxious to see your new quarters the first opportunity I get.

Best regards.

Sincerely,

Richard B. Hull
President

RBH/sc

Halsey - Network

Ref

August 28, 1950

Mr. Parker Wheatley, Director
Lowell Institute Cooperative Broadcasting Council
28 Newbury Street
Boston 16, Massachusetts

Dear Parker:

Thanks for the copy of your August 11th letter to Probst. I completely agree on the BMB proposal. We will push this at Lexington and before.

I am also in favor of the library cooperation which you mention, and in Bryson's comment.

Sincerely,

Richard B. Hull
President

RBH/sc

August 11, 1950

Mr. George E. Probst, Director
University of Chicago Round Table
University of Chicago
Chicago 37, Illinois

Dear George:

I am really very unhappy about not having organized my life better in New York last week so I could get out of that conference to see you. My feelings are further compounded by Sy telling me he forgot he had a date with you and that you were counting on both of us.

During the next week I will shoot you something about your wonderful invitation to do a science Round Table the last Sunday in September, the 24th - please check me on this date. Would you want it live or taped? Is it a fee program and how much per each?

Did you see the enclosures from Life about those pigeons Dr. Skinner is working with?

The meeting of the Joint Committee of the American Association for Adult Education and the department of adult education of the NEA requires a special report which I shall prepare when the final minutes of the meeting are mailed to each of us who attended. At the moment, the relationship between NAEB and any new single organization representing adult education in the country which will result from this meeting, is largely an exchange of ideas with persons and groups in other adult education fields. The only immediate outcome is the possibility of our getting organized cooperation for the bicycle network from the Audio-Visual Board of the American Library Association. Since a copy of this is going to Sy, Bob and Dick, I hope that I will hear from each of you what you think about this possible cooperation and how it might be worked out. The usual library cooperation would be the base, of course, but more ideas might be developed in a conversation with Mrs. Patricia Blair, Chief, ALA Audio-Visual Board, Library Office, 1600 Broadway, New York 19, New York. John M. Cory, Executive Secretary of the ALA, in Chicago, believes something could be worked out. Another result of being in New York was Lyman Bryson's considerable interest in the bicycle network. He believes our kind of radio and organized effort is more important now than it ever has been.

You know he believes eventually AM radio will have to go high hat but then in the transition period we will have to keep the light burning. He asked if I thought the network might like to use Invitation to Learning, the monthly productions of You Are There, and even We Take Your Word, although his special interest was in Invitation. If we are interested, and despite previous difficulties about getting permission to broadcast CBS educationals over non-CBS outlets, he said that if we would write him a letter asking for permission and outlining our plan he believes he might get it through. My suggestion is that he be addressed at Teacher's College or at his home, 450 Riverside Drive, if you and others think this advisable. I asked him who would provide the platters and he didn't have an answer, but we might think about whether or not CBS should do it if we should invite them aboard. We have the interesting precedent of owned and operated WEEI here giving permission to broadcast CROSSROADS over WNYC. WEEI certainly had to clear this with New York.

A suggestion I made to Sy in Illinois I repeat in capitals - WE MUST GET A BMB OF OUR NETWORK MEMBERS AND IN FACT OF ALL THE EDUCATIONAL STATIONS IN THE COUNTRY, EVEN IF EACH HAS TO DO IT HIMSELF. There are reasons which I cannot tell you now but this is top priority and urgent it seems to me - for example, think what it might mean for the Ford Foundation to know something about the potential audience of the network - Lyman estimated it at perhaps ten million because of the population centers in which some of the stations are situated. I think this is too high, particularly because of the limitations of FM set ownership. Why can't this be an early fall activity of every station member of the NAEB?

The New Round Table distribution system sounds excellent.

This is enough for one shot. Let us all hear from one another.

Yours,

Parker Wheatley

PW:nh
Life clipping.

cc: Seymour N. Siegel
Robert B. Hudson
Richard B. Hull

Dear Dick:
Hope all's OK in Illinois and Ted's in particular. Best. Parker.

AUG 16 1950

August 14, 1950

Mr. Parker Wheatley
Lowell Institute
Cooperative Broadway Council
28 Newbury Street
Boston 16, Massachusetts

Dear Parker:

I have your letter of August 11, and I would say that getting organized cooperation from the American Library Association is an excellent idea. I would be tremendously interested to know what concrete cooperation we can obtain. Do you want me to follow up anything with Mrs. Patricia Blair at 1600 Broadway here in New York?

Drawing on CBS for the various programs is a good idea, but I would have you bear in mind that the only network programs that we have drawn on so far have really been produced by our own people, i.e. Probst and yourself. I do not believe that we have exhausted our own resources as yet. I am fairly certain that Miles's survey will reveal a tremendous resource of worthwhile programs which can hold up to any of CBS's glamour. If any of our Universities are not in a position to do a better job on something like "Invitation to Learning," I begin to have severe doubts about the future of higher education in these United States. However, any resource, from whatever the source, would be good if we had time facilities for it. Parenthetically, let me indicate that we are almost at a saturation point in terms of time availabilities on the part of some of our daytime stations, i.e. KUSD had a daily schedule of four hours. When we offer them merely two or three of our available programs, this takes up almost fifteen percent of their total time on the air on a weekly basis.

I concur in the necessity of getting a BMB of our member stations. This is a project that ought to be headed by Illinois if Schramm can get funds, for it would certainly be an outstanding

job for Smythe to conduct a nationwide survey. Lazarsfeld might also come into the picture.

I am glad to see your brain functioning normally again. Keep on pitching.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
Director

SNS:as

Copy - Richard B. Hull

Hatsy na & B net

August 30, 1950

net

Mr. Waldo Abbot
Director of Broadcasting
Radio Station WUOM
University of Michigan
Ann Arbor, Michigan

Dear Waldo:

I received a copy of Siegel's August 25 reply to a letter of yours in re the network. Bring me in on the party; I know nothing of the circumstances, but I am keenly interested in the whole network effort. Regardless of ups and downs, Siegel has done a magnificent job in getting something going. Now it looks as if we could find a permanent home for the operation at our official headquarters in Illinois.

This thing was kicked around at Allerton, but only by the handful who were present, and it was agreed to present the matter formally at Lexington. Meanwhile, a committee, chosen in part for their proximity to Illinois, are making an appraisal of resources and will come up with preliminary recommendations at Allerton.

By all means, let's have the gripes as well as the positive comments, because we want to shape this up as it should be.

Regards.

Sincerely,

Richard B. Hull
President

RBH:eh
P.S. For some reason, all of this makes me remember your fine party last year and the "Old Waldo Abbot

August 25, 1950

Mr. Waldo Abbot
Director of Broadcasting
Radio Station WUOM
University of Michigan
Ann Arbor, Michigan

Dear Waldo:

An atomic attack would probably be more preferable than a letter of the sort you sent under date of August 23. In returning TREASURES OFF THE SHELF to you, I fear that I did not remember that you were not present at Allerton this year. At that time, I indicated the necessity of having some program committee composed of NAEB members to make the final decision on what programs were to be offered to member stations. I did not want the responsibility myself. I did not think that any single individual ought to make such decisions. All of us can make decisions concerning our own stations.

Any of the programs which have been offered on the NAEB network have been those of a high standard of excellence and which our own program staff here were ready and willing to air on WNYC. As I indicated to Burrows, while I personally like TREASURES OFF THE SHELF, I have not been able to convince our program people here that it ought to be presented. On that basis, I could not in all conscience offer it to the NAEB stations.

It was for just such an occasion as this, and please believe that TREASURES OFF THE SHELF is not an isolated instance, that I requested Hull to set up a program committee. If the program committee feels that TREASURES OFF THE SHELF ought to be offered, I am all for it. Insofar as the mechanical details of offering and shipping are concerned, this can be handled easily enough. As a matter of fact, you may have heard of the proposal to transfer the entire operation to the University of Illinois. I am in favor of this too. It would relieve us of the necessity of providing full-time help as well as the risk of getting our heads regularly bloodied by such letters as the one this is supposed to answer.

I am sure that this problem, along with many of the other problems affecting the network will be ironed out at the Kentucky meeting. In the

meantime, try not to think too badly about us here in New York. No matter how horrible the present situation may appear to you, it will certainly give us a basis of experience from which to make any departure in future planning.

I hope you will save time to take dinner with us during the Army game weekend October 14.

As ever,

Seymour N. Siegel
Director

SNS:as

Copy to Mr. Hull

Halsey
Hadley

August 30, 1950

Mr. Allen Miller
KWSC
State College of Washington
Pullman, Washington

Dear Allen:

Siegel sent me a copy of his letter in re the NAEB network, and I am engaged in reading between the lines as to what your objections were and in checking Sy's counter to them.

Admittedly, this thing is far from perfect, and the fact that thinking progressed so far at Allerton, where only a handful of NAEB'ers were present, to some extent may have made Mile's questionnaire sound like a paragraph without a preamble.

Sum and substance of Allerton in re network is that Will Schramm is willing to pick up the network package, get duplicating equipment, and service the network out of there. We'll final arrangements around at the Lexington meeting, devise a method whereby Siegel may be picked up by the Navy (in which service he holds a Commander's rank), and then this whole thing would go a glimmering.

Miles was appointed, as were others on the committee, in part because of their proximity to Illinois, so they could make preliminary recommendations for Lexington and also take Siegel off the hot seat on selection of programs.

Siegel is right--"nobody is being asked to buy a plan". The questionnaire was met only for an appraisal of the situation.

Sincerely,

Richard B. Hull
President

cc: Siegel
Miles
RBH:eh

AUG 25 1950

August 25th, 1950

Mr. Allen Miller
K W S C
State College of Washington
Pullman, Washington

Dear Allen:

August 22nd must have been a Red Letter day for you because both your letter of that date addressed to me, and the copy of your letter of that date addressed to Jim Miles, indicate that you really feel strongly about certain matters.

First off, I should indicate that a great deal of our thinking here has been on the assumption that people were at Allerton and, therefore, were up-to-date on the mahy discussions concerning the Network. It is unfortunate that you were not there, and it is even moreso that I forgot that fact. I shall not attempt to bring you up-to-date in this letter, but I ask you to suspend all judgment until after the Lexington meeting.

Most of the criticism that you make of the programs which have been offered thus far are all to valid. One of the points you did not mention, however, is that we, ourselves, are fully cognizant and aware of these short-comings. It was a question of balancing these short-comings against getting things under way, or holding off on launching the Network altogether.

A great many of these things are being corrected. A great many more will be corrected when, as and if full time centralized direction of the Network is taken over by the University of Illinois, as has been proposed.

I do not think that Miles, or anyone else, is asking you to "buy" a plan. All he is seeking is information for a survey. He wants to find out exactly what resources are available. Obviously, on the basis of your own criticism, the Network has not been able to provide the resources that all of us admit are necessary and essential.

(more)

I should indicate to you that KWSC has apparently had more difficulty with the Network than all the other stations combined. I do not know what the reason for this is. It may be with the station immediately preceeding you. Or, it may be with the short time interval. Or, it may be with the U.S. Mails on the west coast.

At any event, this gives us a basis of experience from which to make any departure in future planning. No matter how horrible the results have been, and in the last analysis final decision on this must come from you, I think the experience has been well worthwhile as a basis for future planning.

As to the Dr. Wagner series, I am not differing with your analysis of the content one whit. This, however, is a problem which I brought up at Allerton, wherein I indicated that I did not want my personaly judgment to be the deciding factor concerning the offering of programs to the Network. It was for this reason that Hull set up a program committee. I suppose that I may have been somewhat confusing in calling the Wagner series a commentary. Actually, any single talk is not a commentary. A series of talks by the same individual, however, may well fall into the commentary classification, certainly in the minds of the general public.

While we would be delighted to use one talk by Dr. Wagner here at WNYC, if we were to put her on a regular basis, it would be projecting one person's opinions over a long space of time. A talk is too closely akin to the field of news commentary for us to handle. Maybe this reasoning should not be used in connection with any of the other NAEB stations. Frankly, I do not know. As I indicated to you, I did not feel free to make an official offering if the series cannot be presented on WNYC.

If the Program Committee decides that the Wagner series should be officially offered, I am all for it. In the meantime, try not to think too badly of us, here in New York. Perhaps after the Louisville meeting, the whole problem of the Network will be solved to everyone's satisfaction.

With all best wishes, believe me

As ever,

Seymour N. Siegel
Director

sns:L

cc to: Richard Hull; Jim Miles; George Probst

September 4, 1950

Mr. H. A. McCarty, WHA, Madison, Wisconsin
Mr. Frank Schooley, WILL, Urbana, Illinois
Mr. Harry Skornia, WFUI, Bloomington, Indiana
Mr. Seymour Siegel, WNYC, New York, New York
Mr. Richard Hull, WOI, Ames, Iowa

Network

Gentlemen:

Attached please find, first, the results of our recent survey, and, second, a proposal for utilizing the facilities so offered. It is my thought that little will be gained by having a meeting on this affair. What it will require is several hours of study on the part of each one of you over the material enclosed. I do not feel that this can be covered at a glance or with any preconceived notions. It is new. It will take new ideas. I hope I have offered a few.

Item one is the compilation of all the surveys returned to date. We sent surveys to 61 stations and have received 18 answers to this time. We have also received 9 letters promising complete questionnaires at a later date. We have included everything here, including all suggestions. This must be studied carefully before you proceed to item two.

Item two is tentative proposed schedules for the NAEB transcription network for two thirteen-week periods starting January 1 and April 1, 1951. Please note that these are tentative. They not only could be, but they undoubtedly should be, changed before being distributed to the general membership. It is not my intention that every NAEB station set up an hour a day for network features. It is easier, however, to see it in this form.

Item three shows proposed membership cost plan. It is my thought here that the slight reduction for additional hours carried would be an incentive for taking more hours. The weekly rate in line 7 gives no reductions; however, the 30 and 52 weeks rate in lines 8 and 9 does allow a moderate reduction for bulk subscription. The initial contribution mentioned in line 10 is a necessity for the purchase of the basic store of tapes. I do not believe that this would be an annual proposition. Some purchase of tapes would undoubtedly have to be made at the end of the first year's operation. Whether this would be 5 or 25% of the original supply, I am not prepared to state. Lines 11, 12, 13, and 14 are pure conjecture. I went over the stations I knew and supposed we could get fifteen from each of the

three categories. Simple multiplication and addition brought the figures in lines 12, 13, and 14. By adding the figures in line 14, we arrive at the grand total of $14,625, which I have broken down into the budget on page 2.

Line 2 of the budget is based on the idea that the technician would make at least 15 copies at a time. Thus for 45 stations he could, with considerable luck, duplicate each day's operation in 3½ to 4 hours. This, on a 5-day week, would mean 16 to 18 hours per week or around 2/5 of his time. This is an optimum operation which undoubtedly would not be achieved for several weeks. Additional time for the man would have to be paid for out of the reserve. Line 3, the wages, is based on the same idea. By using film-type shipping cases, which are accounted for in line 6, this would not be too much of a chore. The 35¢ mailing cost mentioned in line 4 is purely arbitrary and based solely on our experience. Line 5 calls for 20 tapes per station. It is anticipated that this would allow one week for mailing from the distribution center to each station, one week for playing at that station, one week for return, and one week for remaking before mailing. In line 6, the film-type shipping cases are more expensive but more than make up for their cost in ease of handling. We have shipped tapes this way for our School of the Air broadcasts this year and find it very satisfactory.

The general budget undoubtedly should be modified by your thinking. It represents my best ideas, and I believe I could administer it. (Don't get me wrong. I'm not asking for a job).

That's the story to date. The next move is up to you. Will you please read this material carefully, comment on it critically, and reply quickly. Please let me have your reply by September 12.

Sincerely,

Jim Miles
Manager
Radio Station WBAA

JM:sp

Item 1

NAEB QUESTIONAIRE

A. FINANCIAL SUPPORT:

KOAC - AS MUCH AS ITS SHARE

10 TAPES
KUSD
WUOT
WUOA
WABE
U OF CHICAGO
WBKY

$100
KUSD
WUOT
WGPS
WKAR
WUOA (?)
WABE
KCVN

KCVN - 15 PLASTIC TAPES

20 TAPES
KWGS
WGPS
WUOM
KFJM

$200
WCAL

30 TAPES
WCAL
KUSC

$300

40 TAPES

$400

50 TAPES
WILL

$500
WILL
WHA

B. PROGRAM SERIES:

1. BY DECEMBER 1, 1950

WILL - STORIES & STUFF - 26½ HR. SHOWS - CHILDREN BETWEEN 6 & 10
SCIENCE & PEOPLE - 13 SERIES - 14½ MIN. - INTERVIEWS BY CHEMIST, HULLESS POPCORN TO X-RAY CHEMISTRY.

WUOM - DRAMATIC - HISTORICAL - ARRANGED FOR SCHOOLS - AMERICAN HISTORY - "MILESTONES OF FREEDOM" - 15 MIN. - 13 SERIES
SHAKESPEARE AT WORK - 8 PROGRAMS - 30 MIN. - DRAMATIZED SCENES WITH PROFESSIONAL ANALYSIS.
LIVING IN LATER YEARS - ROUND TABLES - EXPERTS IN PROBLEMS OF THE AGED - 24 SERIES - 15 MIN.

WKAR - CHAMBER MUSIC BY MSC MUSIC FACULTY - ONLY BRIEF ANNOUNCEMENTS, ALL MUSIC.

WCAL - MASTERWORK STORY - 13 SERIES - 15 MIN. - UNIQUE STORIES BEHIND 13 OF WORLD'S MUSIC MASTERPIECES EXCERPTS PLAYED - NARRATED.

WABE - PINETREE TRAILS - 13 SERIES - 15 MIN. - 4 & 5 GRADE LEVELS HISTORICAL STORIES & LEGENDS OF GEORGIA

WHA - HISTORY & MYTH - ONSTAGE - 13 LECTURES (40-50 MIN) - 13 PLAYS (1 HR) - 1 COUPLET (ON SUCCESSIVE DAYS) PER WEEK.
COMEDY & TRAGEDY - ONSTAGE - SELECTION OF 1 HR. DRAMAS.
(BOTH SERIES - PROF. BUCH)

KUSC - LOS ANGELES COUNTY MUSEUM CHAMBER MUSIC CONCERTS - 13 SERIES 1½ HRS.
A WORLD IN TUNE - FOLK MUSIC OF FOREIGN COUNTRIES - 13 SERIES - 15 MIN.

U OF CHI 6 - 15 MIN.
2 - 30 MIN.
2 - 1 HR.
AVAILABLE THROUGH WNYC - 10 HUMAN ADVENTURE PROGRAMS - ½ HR. DRAMATIC (WON PEABODY AWARD TWICE)

B. Program Series

2. By March 1, 1951

WILL - Can have starters - 13 total
Concert Band - 13 - 30 min. - U. of Illinois Concert Band.
KWGS - U. of Tulsa Radio Chorus - 13 series - 15 min. - tape or recording.
WUOM - Dramatic-Documentary - A series of general programs on industry - 13 series - 30 min.
WKAR - The Ins & Outs of Music - explanation of what makes music "tick" - continuous from Oct. to June, but can be either 13 or 26 units - 25 min.
WUOA - Mental Health - 13 series - 30 min. - actual case histories - doctors and clinic directors for commentary.
Home & Family Life - 26 series - 15 min - "One Man's Family" type of unit serial drama.
WCAL - Teen-Time - 13 series - 15 min - discussion, interview type - teenagers air their views.
WABE - "Our World in Crisis" - 9 series - 30 min. - 11th and 12th grade level - also adult - 4 progs (This is the Enemy: Communism), 5 progs (This is Democracy).
Jan ? WHA - Following Congress - ½ hour re-enactment of congressional debate (popular feature for 42 years).
KOAC - "Invitation to Read" - commentaries on great literature.
KUSC - Los Angeles County Museum - 13 series (No. 2) - 1½ hours.
U. of N. Carolina - "The University Hour" - 13 series - various incidents in life of famous people.
"Man and the Universe" - 13 series - various discoveries and inventions (Complete outline included for both).
WNAD - America's Great Inventions - 15 min. - 16 progs. - list enclosed
Safety Shows - 5 min - narrative & dramatized - highly praised by Okla. Safety Council.
By February 1 - Americans of Thought & Action - 15 min. talks by Prof. A. K. Christian of Dept. of History - list of men used in discussions enclosed.

B. Program Series

3. By June 1, 1951

WILL - Speech Correction - 13 series - 15 min. - no details yet
Medical Research - 13 series - 15 min - no details
KUSD - Our Children - 26 series - tape - problems in raising your children - Dr. & Mrs. H. V. Cobb, psychologists.
Your Family - 13 series - tape - family marriage counseling - Dr. & Mrs. Forrest Weller, sociologists
WUOT - probably do 13 wk. series by this date - no outline.
KWGS - U. of Tulsa Radio Chorus - 13 series - 15 min.
WKAR - Adventures in Music - entire school yr- dramatic predentation of music - live orch. and vocalists.
WHA - Prof. Buch - new series - second semester - farch - 1 hr. - 13 series - lecture and drama combinations
WAER - Help Yourself to Health - 13 wks - more info can be supplied if necessary.
WNAD - maybe do a series on Public Health with cooperation of their School of Public Health.

B. PROGRAM SERIES

4. WITH NAEB ASSISTANCE

WILL - MEDICAL RESEARCH; DENTAL RESEARCH; AERONAUTICS; HOME MAKING; SOIL CONSERVATION; ENGINEERING RESEARCH; AG RESEARCH; PUBLIC AFFAIRS; CHILD WELFARE; PHYSICS RESEARCH; CHEM RESEARCH; HOUSING RESEARCH

KUSD - THE MISSOURI BASIN DEVELOPMENT PROGRAM
THE GOLD MINING INDUSTRY IN SOUTH DAKOTA

WUOT - COULD PLAN ON TWO 13 WK. SERIES - NO OUTLINE

WGPS - PRIMARY SCIENCE LINES

WUOM - BUSINESS RESEARCH
LAW
SPEECH CORRECTION

WCAL - WCAL RADIO GUILD COULD PRODUCE 15 OR 30 MIN. DRAMATIC SERIES IF NAEB PROVIDED SCRIPTS.

KUSC - HOLLY WOOD AND LOS ANGELES ARE BEING "TAPPED"

U. OF N. CAROLINA -"THE SILENT SIREN" - 13 SERIES - PROGRAMS FROM VARIOUS DEPTS. OF THE STATE - DEPT. OF CONSERVATION & DEVELOPMENT DEPT. OF HEALTH; DEPT. OF AGR.; ETC. (COMPLETE OUTLINE INCLUDED)

C. OTHER PROGRAM RESOURCES

WUOM - A SERIES OF VARIOUS UNIVERSITY GLEE CLUBS; FACULTY QUARTETS; UNIVERSITY ORCHESTRA
WKAR - "PAUL BUNYAN LEGENDS" - COULD BE PREPARED IF DESIRED - DRAMATIC STORY WITH POSSIBLE LUMBERJACK'S ORCHESTRA
WUOA - COULD DO PROGRAMS ON FOLLOWING SUBJECTS: FORESTRY & FOREST CONSERVATION IN ALABAMA; TEXTILE MANUFACTURING; MINING & METALLURGY; POPULATION TRENDS: URBANIZATION OF THE SOUTH; SOUTHERN AUTHORS & ARTISTS; ALABAMA CITIES
WABE - WILL HELP
KUSC - LOS ANGELES (A GOLD MINE OF RESOURCES)

D. Participating Programs

Medical Research
WILL - 3 WUOA - 1 WAER - 3
KUSD - 1 WHA - 1
WUOT - 3 KOAC - 3
WUOM - 5 KUSC - 1

Dental Research
WILL - 3
WUOT - 3
WUOM - 3
KOAC - 3

Aeronautics
WILL - 3
WUOM - 1
KOAC - 3
KUSC - 1

Archeology
WILL - 1
WUOT - 1
WUOM - 1
WUOA - 1
KOAC - 1

Architecture
WILL - 1 KUSC - 1
WUOM - 2 WAER - 2
WCAL - 1
KOAC - 1

Home Making
WILL - 3 WUOA - 2 WAER - 2
WUOT - 3 WCAL - 1
KWGS - 1 WHA - 3
WKAR - 3 KOAC - 3

Speech Correction
WILL - 3 WUOA - 1
KWGS - 1 KOAC - 1
WUOM - 1 WAER - 1
WKAR - 3

Flood Control
KUSD - 1
WUOM - 1
WUOA - 1
KOAC - 1

Linguistics
WUOA - 1

D. PARTICIPATING PROGRAMS (CONT'D)

SOIL CONSERVATION
WILL - 3 WKAR - 3 WBAA
KUSD - 1 WHA - 3
WUOT - 1 KOAC - 3
WGPS - 3 WAER - 2

FOREST PRODUCTS
WGPS - 3 WHA - 3
WUOM - 1 KOAC - 3
WKAR - 1 WAER - 3
WUOA - 1 WBKY - 1 OR MORE

NATIONAL SHRINES
WILL - 1
WGPS - 3
WKAR - 1
KOAC - 1

STATE SHRINES
WILL - 1 WGPS - 3 WABE - 3
KUSD - 1 WUOM - 1 WHA - 3
WUOT - 3 WKAR - 2 KOAC - 1
KWGS - 1 WUOA - 1 WBKY - 1 OR MORE

RIVERS
WKAR - 1 WHA - 1
WUOA - 1 KOAC - 1
WCAL - 1
WABE - 2

ENGINEERING RESEARCH
WILL - 3 WHA - 3
KWGS - 1 KOAC 2
WUOM - 5 WAER - 1
WKAR - 1 WBKY - 1 OR MORE

AGRICULTURAL RESEARCH
WILL - 3 WHA - 3
KUSD - 1 KOAC - 2
WKAR - 3
WUOA - 1

RACE RELATIONS
WILL - 1 WHA - 1
WUOT - 3 WAER - 1
WGPS - 3
WUOA - 1

PUBLIC AFFAIRS
WILL - 3 WUOA - 2 WAER - 3
WGPS - 3 WCAL - 1
WUOM - 1 WHA - 1
WKAR - 1 KOAC - 2

D. PARTICIPATING PROGRAMS (CONT'D)

AMERICAN HISTORY
WILL - 3 WUOM - 2 WHA - 1
KUSD - 1 WKAR - 1 KOAC - 1
KWGS - 1 WUOA - 1 KUSC - 1
WGPS - 3 WCAL - 2 WAER - 3

CHILD WELFARE
WILL - 3 KOAC - 1
KUSD - 1 KUSC - 1 OR MORE - SOCIAL WELFARE
WGPS - 3
WUOA - 1

BUSINESS
WILL - 3 KOAC - 2
WUOM - 3 KUSC - 1
WKAR - 1 WAER - 3
WUOA - 1

EUROPEAN PROBLEMS
WILL - 3 KOAC - 1
WKAR - 1 WAER - 2
WCAL - 2
WHA - 1

FAR EASTERN PROBLEMS
WILL - 1 WHA - 3
WUOM - 1 KOAC - 3
WKAR - 1 KUSC - 3
WCAL - 1 WAER - 2

PAN AMERICAN PROBLEMS
WILL - 3 WAER - 2
WUOA - 1
WHA - 1
KOAC - 1

ATOMIC ENERGY FOR PEACE
WILL - 3 WUOA - 1 KUSC - 1
WUOT - 3 OR MORE - OAK RIDGE HELP
WUOM - 2 WHA - 3
WKAR - 1 KOAC - 1

PHYSICS RESEARCH
WILL - 3 KOAC - 2
WUOM - 1 KUSC - 1
WKAR - 1 WAER - 1
WHA - 1

PHARMACY RESEARCH
WILL - 3
WUOM - 1
KOAC - 1

RXXKXXXXXXXXXXXXXXX

D. PARTICIPATING PROGRAMS (CONT'D)

BIOLOGICAL RESEARCH
WILL - 3 WAER - 1
WKAR - 1
WUOA - 1
KOAC - 1

CHEMICAL RESEARCH
WILL - 3 KOAC - 2
KWGS - 1 WAER - 1
WUOM - 2
WKAR - 1

HOUSING RESEARCH
WILL - 3
WUOM - 1
WUOA - 1
KOAC - 1

ADDITIONAL AREAS

WIBL - STUDENT FORUM - 3
WGPS - ELEMENTARY MUSIC
PRIMARY AND ELEMENTARY SCIENCE
SAFETY - PRIMARY & ELEMENTARY
VOCATIONAL GUIDANCE
PLAY PRODUCTION - HIGH SCHOOL
WKAR - AUTOMOTIVE (HISTORY & DEVELOPMENT)
MINING & MINERALS
WUOA - NUTRITION RESEARCH
WHA - BIOCHEMISTRY

E. MISCELLANEOUS REMARKS
WMUB - PROBABLY TAPE RECORDINGS - MORE INFO LATER
WUOT - COULD GIVE MORE LATER - NEW BUDGET JULY 1951
U. OF CHI - HAVE MATERIAL CAN SEND IMMEDIATELY
WBOE - MR. HELMAN IN GERMANY - QUESTIONNAIRE BROUGHT TO HIS ATTENTION ON HIS RETURN
WUOM - CAN DO ROUND TABLES, TALKS, INTERVIEWS ON "D" ABOVE - DRAMATIC SCRIPTS TOO MUCH
WHA - LET THEM KNOW TO WHOM REQUISITION SHOULD BE MADE OUT AND WILL SEND MONEY PRONTO
WABE - TENTATIVE APPROVAL OF MONEY ITEM - WILL DO ANYTHING IN THEIR POWER TO HELP.
KOAC - WILL DO ITS SHARE - EITHER TAPES OR CASH-BUDGET NOT FLUSH - CAN'T GO INTO HIGHER FINANCIAL BRACKETS. - MORE LATER INFO IF POSSIBLE
KFJM - WORKING ON TAIL END OF BUDGET THAT LASTS TILL JULY 1, 1951 - MAYBE CAN DO MORE - IN FUTURE, MAYBE PROGRAM SERIES
KUSC - FEELS IT IS UNWISE FOR NETWORK TO START WRITING OR PRODUCTION HELP TO ANYONE 0 FUNDS OUGHT TO BE FOR ADMINISTRATION OF THE NETWORK.
U. OF CHI - NO RADIO STATION - CAN HELP OUT ONLY WITH SUPPORT AND PROGRAMMING.
U. OF N. CAROLINA - PROGRAMS PRESSED ON VINYLITE BY RCA - NO TRANSMITTER SO CAN'T USE ANY OF THE PROGRAMS.

E. Miscellaneous Remarks (cont'd)

WAER - MIGHT BE ABLE TO SUPPLY MINIMUM NO. OF TAPES LATER ON DURING THE YEAR.
KCVN - CAN PROBABLY SEND REPORT ABOUT Oct. 1. WANTS TO BE ACTIVE IN NETWORK.
KUOM - MOST SHOWS HAVE TO HAVE SPECIAL COPYRIGHT OR UNION ARRANGEMENTS WHICH CANNOT BE EXTENDED TO MORE THAN ONE STATION.
WBKY - CAN PROBABLY HAVE PROGRAM SERIES BY MID-SEPTEMBER - QUESTIONNAIRE LATER.

F. Suggestions

WGPS - WORD "RESEARCH" IS GRIGHTENING - THINKS EDUCATIONAL FM STATIONS SHOULD BE ON PRIMARY LEVEL
WUOM - QUESTIONS FINANCIAL SUPPORT - DOES IT MEAN TAPES IN ADDITION TO THOSE PROVIDED WITH PROGRAMS?
IN "C" ABOVE - WHY NOT MUSIC? - A UNIV. GLEE CLUB, FACULTY QUARTE ETC.?
KUSC - SUGGESTS MEMBERSHIP WITH FEE INCLUDING MINIMUM SERVICE FROM THE NETWORK - MAYBE CHARGE 25¢ PER PROGRAM.

G. Letters received without questionnaire

WNYC
WBKY
WBOE
WOSU
WMUB
U. of Chi - Partial questionnaire
KUOM
KCVN

Item 2

TENTATIVE PROPOSED SCHEDULE NAEB NETWORK STARTING JANUARY 1, 1951

Hour	Monday	Tuesday	Wednesday	Thursday	Friday
:00	Stories 'N Stuff WILL	Shakespeare at Work WUOM	History & Myth lecture WHA	History & Myth play WHA	Comedy & Tragedy WHA
:15	Stories 'N Stuff WILL	Shakespeare at Work WUOM	History & Myth lecture WHA	History & Myth play WHA	Comedy & Tragedy WHA
:30	Milestones of Freedom WUOM	Science and People WILL	Living in Later Years WUOM	Atomic Energy for Peace WUOT co-op	Agricultural Research WBAA co-op
:45	A World in Tune KUSC	State Shrines WKAR co-op	Medical Research WUOM co-op	Atomic Energy for Peace WUOT co-op	Far Eastern Problems KOAC co-op

TENTATIVE PROPOSED SCHEDULE NAEB NETWORK STARTING APRIL 1, 1951

Hour	Monday	Tuesday	Wednesday	Thursday	Friday
:00	Mental Health WUOA	Industry Documentary WUOM	U. of Illinois Concert Band WILL	Our World in Crisis WABE	The Ins & Outs of Music WKAR
:15	Mental Health WUOA	Industry Documentary WUOM	U. of Illinois Concert Band WILL	Our World in Crisis WABE	The Ins & Outs of Music WKAR :25 Safety Shows WNAD
:30	America's Great Inventions WNAD	Americans of Thought and Action WNAD	U. of Tulsa Radio Chorus KWGS	Man and the Universe U. of N. Carolina	Teen Time WCAL
:45	American History co-op WAER	Soil Conservation co-op WBAA	Masterworks Story WCAL	Home and Family Life WUOA	Invitation to Read KOAC

Hdqtrs. NAEB net

September 5, 1950

net

Mr. Seymour N. Siegel
Director
Radio Station WNYC
Municipal Broadcasting System
Municipal Building
New York 7, New York

Dear Sy:

Thanks for your August 31 letter and your reaction to the network situation. The Waldo and Miller letters were self-explanatory. I was at a loss to understand the degree of outrage they seemed to indicate. I think you might--if you have not already done so--get some sort of an opinion from our little committee and let them enter into argument with brethren-in-the-bond Waldo and Allen.

I am glad to be reassured about your status, and I hope it lasts longer than the end of the year. I know you have a headache which is not possible to describe in two pages or even a hundred in connection with the CED. It is strictly none of my business, but I have speculated that by any chance, you would be taking a trip to Mexico.

Three huzzas for the appropriation asking of $249,000 for WNYC. I think you stand the best chance of any of us in busting that in this period of war crisis. I am beginning to wonder just when the explicable conversation of the Commission will clarify itself with respect to Clear Channel generally.

By all means, keep me informed on this UN pressuring of the FCC for a City TV channel. I think that would be remarkable. If such is the case, I hope plans for kinescope are incorporated--my motives here are selfish.

I am looking forward to further word on the Academy of Medicine proposal. Griffith thinks this sounds very good.

Last, but not least, my resounding congratulations on another beautiful annual report. I don't know of anyone who can even come close to you on this proposition.

Sincerely,

RBH:eh

Richard B. Hull
President

WNYC

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N.Y.
WORTH 2-5600

SEYMOUR N. SIEGEL
Director
JOHN DE PROSPO
Executive Officer

WNYC-FM

August 31, 1950

Mr. Richard B. Hull
WOI, Iowa State College
Ames, Iowa

Dear Dick:

I have your note of August 28. I am delighted to know that you are back home again after what appears to be an extremely interesting junket around the continent. I concur with you wholeheartedly on not upsetting the network applecart until Illinois is prepared and ready to take over. I hope, however, that this can be done as soon as possible after Lexington.

I presume you have read copies of my letter to Waldo and to Allen Miller. I believe these are self-explanatory, but just as I indicated to you at Allerton, Hell hath no fury like a program director spurned. I had anticipated a reaction, but nothing quite as viscious. I'll be happy when you have a program committee which would take any individual off the hook.

As far as the Navy is concerned, the latest word I have is that they will be requiring a thousand supply officers within the next ninety days, but that more than six hundred have already volunteered. They are also looking for younger officers, i.e. below the rank of Lieutenant Commander. Although no one knows where the lightening will strike next, I hope that I'll be clear at least until the end of the year.

The Civil Defense communications problem is beginning to get me down, what with the various conflicts going on among different levels of government. Furthermore, we will be getting a new administration in here in September, and possible again in November. I have no reason to believe that this will affect the present mode of operation of the station.

We expect to apply for two hours of additional operating time, and I hope we can break the Commission down. We've asked

for an appropriation of $249,000 for new transmitting equipment, and I hope that a decision in the Clear Channel Case will permit us to purchase a five kilowatt rig.

There is some talk that the United Nations will pressure the Commission into granting the City a TV channel on the understanding that we would then provide them with the impartial coverage that we now make available on AM.

I hope I will have something concrete for you very soon on the Academy of Medicine series, especially some proposed firm financial arrangement.

With all best wishes, I am

As ever,

Seymour N. Siegel
Director

SNS:as

Haley - Kaltenborn

RADIO STATION **WUOM** 91.7 MC

UNIVERSITY OF MICHIGAN

WALDO ABBOT, DIRECTOR OF BROADCASTING

E. G. BURROWS, PROGRAM DIRECTOR

SEP 8 1950

September 6, 1950

Retained

Mr. Richard B. Hull
Station WOI
Iowa State College
Ames, Iowa

Dear Dick:

In re Siegel's letter which you say you do not know anything more about except receiving his answer to me--I criticized the method of selecting programs for the NAEB Tape Network. I had written this: that because our TREASURES OFF THE SHELF was not accepted by the board of WNYC it had been discarded as a program to be offered to the NAEB. It was my contention that no single station in the NAEB should have the power to determine the programs for all the other stations. I pointed out to Siegel that because WUOM had decided not to use his medical series was no reason why his medical series should not be offered to the NAEB stations. I agree with you that he has done a wonderful job in getting the thing started. I am enclosing a carbon copy of my letter to him; and since you have his reply to me, you'll have the whole story.

I am looking forward to Lexington and the meetings. I think among other things that should be considered down there is the possibility of rotating or changing more frequently your Executive Committee. For a couple of years now anyway we have had the same people representing the various regions. I think it would be good to vary these and put in new members. I believe that this would interest more locations in the NAEB. Miles and Dunn and Morris have been in for two terms each. I think it would be good to vary them a little bit. What do you think?

I will send you more dope on our video university. Thanks for your suggestion of film. I will put it up to the committee. If you consider that any of the programs are worthwhile, we will film.

I wrote to Paulu suggesting that we might have some exchange of cuts that could be used in bulletins by different members of the NAEB. I felt that my cut (which is for slick paper) of the educational FM stations might be used by someone else and that my cut showing the FM sound frequencies which was in

the July bulletin might be of interest to someone else. Such general cuts as those are I would be glad to make available to other members.

Cordially yours,

Waldo

Waldo Abbot
Director of Broadcasting

UNIVERSITY OF MICHIGAN

SENT FOR INFORMATION OF

Richard B. Hull

August 23, 1950

COPY

Mr. Seymour N. Siegel, Director
Municipal Broadcasting System
Municipal Building
New York 7, New York

My dear Seymour:

I was very much disappointed and surprised by your letter of August eighteenth in which you say that you do not feel justified in recommending TREASURES OFF THE SHELF to the NAEB Network inasmuch as it is not carried on WNYC. That seems to be a very biased and narrow method of determining what programs would be interesting and of value to the NAEB. It seems to me that if a program in the estimation of NAEB Director of the Tape Network has value, it should be made available to the network, regardless of whether one of the outlets of that network failed to see its value. I put it in the same category as my decision not to use your medical series. Just because WUOM does not carry it is no reason for not making it available to the other network outlets.

I understand your reluctance to write to me, and there is nothing personal in my comments--no criticism of you. I hope you understand. But it does seem to me that the method of determining tapes to be made available veers towards creating a WNYC Network rather than an NAEB Network.

I am not greatly concerned about your unwillingness to make the series available to the NAEB inasmuch as a large proportion of the stations have requested the tapes. We had informed them originally that they would be available through the NAEB Tape Network, but now we shall inform those stations of your decision and make the tapes available direct from WUOM.

I am coming down to the Army game on October fourteenth. I have reservations at the Algonquin--I hope. I look forward to seeing you at that time. This game comes before the Lexington meeting.

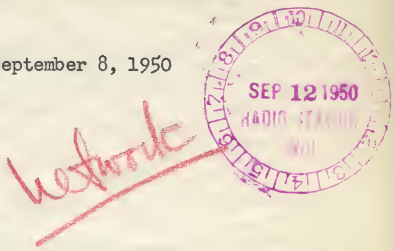
Cordially yours,

Waldo Abbot
Director of Broadcasting

UNIVERSITY OF ILLINOIS · DIVISION OF COMMUNICATIONS · URBANA

Office of the Dean

September 8, 1950



Mr. Richard B. Hull
WOI
Iowa State College
Ames, Iowa

Dear Dick:

I have just got back from a tour of duty in Europe, and read your letter of August 22, together with the report to NAEB officers and directors dated July 28. Our position on these questions can be stated simply and straightforwardly:

1) We think that the exchange program network is far and away the most important project now facing educational radio in this country, and Illinois will do everything in its power to help the project succeed.

2) We don't want the network to be centered at Illinois unless NAEB wholeheartedly wants it centered at Illinois. Let me repeat that we don't want this for ourselves; we want it only if NAEB wants us to do it. We are keenly aware of the fine and pioneering job Sy Siegel has done on the network, and we notice with pleasure that both Jim Miles and Harry Skornia are interested in housing the network on their campuses. These men are our friends, and we have no interest in trying to get the network here rather than there. The question is simply, where does NAEB want the network put?

3) If NAEB votes Illinois its first choice for location of the network, then we shall immediately proceed to seek funds to support the activity properly, and to step up the number of duplicates and the speed of change as quickly as equipment can be financed and supplied. We don't have funds for such improvement now, but will seek them.

4) In case Siegel should be called to active duty, we could take over administration of the network, on a temporary basis, on a few days notice. I say this to take care of an obvious worry that must be in your mind.

5) Therefore, let's beware of falling over our feet from moving too fast. Let's get the right answer. NAEB should consider this fully and carefully at the Lexington meeting and decide what it considers the best thing to do. If it decides on Illinois, then let us see what Illinois can do and if what it can do is satisfactory to NAEB, then we can decide on the time and method of transfer. In the meantime, we shall stand by to throw out a lifeline in case of such an emergency as described in (4) above.

Yours sincerely,

Wilbur Schramm
Dean

September 8th, 1950

Mr. John Witherspoon
Director, IBS Region 9
c/o K C V N
College of the Pacific
Stockton, California

Dear Mr. Witherspoon:

I've just returned from a week's vacation to find your letter of August 28th. I'll do the best I can to explain the workings of the NAEB Transcription Network.

We have set up a "basic bicycle" for all tapes. We have tried, in so doing, to use the most direct east-west route. All of our offerings are made with a one-week interval. In other words, the program is offered to station A for broadcast the week beginning October 1st, to station B for the week beginning October 8th, etcetra. We've had a suprising amount of success with this system. There are, of course, several instances where it is necessary to ask the stations to move their starting date either ahead or back.

Fro example: Station A would like to schedule the series starting October 7th. Station B requests it for October 9th. Both these stations are utilizing the time offered, but because of the proximity of schedules, we would ask Station A if they could not move their starting date up one week of start September 30th.

If this cannot be arranged, it is also possible that Station A could redub the tape immediately upon receipt from us (generally speaking this would be at least five days prior to their scheduled starting date) and ship the original on to Station B immediately.

We've been employing this system since the inception of the Network, and as I said it has been working out with a tremendous amount of success.

Along with the offering, there is sent along to each station a Disposition Form, and a complete description of the programs. The Disposition Form (a copy of which I am enclosing) was arrived at as a more expeditious form of return. After much experimentation (at the outset we were sending individually typed letters to each station) we discovered that the replies were received much more quickly by this method. We also discovered that by setting

a deadline for reply we were able to proceed with the program schedule without having to wait for replies which straggled in. Even with this deadline, however, if replies are received after the set deadline, we would, wherever possible, include these stations on the schedule.

The Report Sheets (a copy of which is enclosed) were devised as a means of keeping a check on the Network. This is the only means we have here of knowing exactly what is going on. It is only the only means we have of getting up a critique on the Network.

We are up against the same problem that you are. Namely, the size of the Network. The original schedule included ten stations. We now have over thirty. But we're extremely pleased at the results we've attained.

The main job is that of paper work. Each series has individual Offerings and Report Sheets. But the main concern in this job is constant hounding. A check is kept of all Report Sheets which are returned. About once each month I review the entire Network and check off those Reports which are outstanding. I have set up a special form (enclosed) which I send to the individual stations listing these programs. Generally speaking, this one reminder is enough to get the ball rolling, but there have been instances where I've had to go through this procedure more than once.

I think this about covers the operation from this end. I hope I've been as specific as you desire, but if you have any further questions, let me know and I'll be happy to help you.

Sincerely yours,

(Mrs) Terry Linder
Co-ordinator

FREQUENCY MODULATION

KCVN

3400 W 91.3 MC

COLLEGE OF THE PACIFIC
STOCKTON, CALIFORNIA

August 28, 1950

John C. Crabbe
Director

William H. Ramsey
Ass't. Director

James Jolly
Chief Engineer

Marilyn Livingston
Program Mgr.

Mrs. Terry Linder, Coordinator
Nat'l Association of Educational Broadcasters
2500 Municipal Building
New York 7, New York.

Dear Mrs. Linder:

The Intercollegiate Broadcasting System in the West last year began a modest tape network as a service to its stations. Shows are produced by the net members and distributed to the others.

As you well know, distribution...speedy and efficient... is one of the more difficult aspects of the thing. I was looking through the NAEB net file of Marilyn Livongston of KCVN. It appears that the two, while far different in size, run up against the same general problems.

I would appreciate hearing from you on your distribution system, the effectiveness of the report sheet technique, and the general setup on the distribution end of the NAEB net.

The IBS loop serves stations in the whole Pacific coast area, and this year will probably reach into Idaho, Utah, and Colorado. Pacific's KAEO is the central station. Not every show is fed to every station.

Last year the net was small and easy (comparitively) to hold together. This year it will be larger and I'm casting about for ideas to make sure it stays together again.

Many congratulations are due you and NAEB for your work in the operation and formation of your network. I've heard some of the shows as they arrive at KCVN. Such well-known productions as the Chicago Round Table and the BBC Theater are a big credit to any station, but the less well known shows are fine and do a good job of selling their messages. Good luck in the future. You have a good thing.

I will appreciate any time you may be able to spare my information request. I'm sure whatever you can offer will be valuable.

Cordially,

John Witherspoon

John Witherspoon
Director, IBS Region 9

KAEO
660 KC

September 8, 1950

Mr. James Miles
Radio Station WBAA
Purdue University
LaFayette, Indiana

Dear Jim:

Many thanks for the dope on your survey. I will study it and report back after I have had a chance to absorb it. I think this will give us a pretty good basis for some sound discussions at Lexington and will very much appreciate it if you will take the iniative for making some concrete recommendations for that meeting.

I don't see any replies from WOI on your tabulation. I understood our man had sent it through, and I am disappointed that it did not arrive in time.

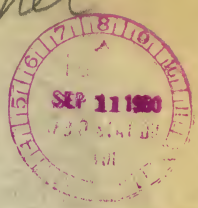
Will you let me know whether or not you have received it?

Sincerely,

Richard B. Hull
President

RBH:eh

Halsey · NAEB Net



September 9, 1950

Mr. James Miles, WBAA, Lafayette, Indiana
Mr. H. A. McCarty, WHA, Madison, Wisconsin
Mr. Frank Schooley, WILL, Urbana, Illinois
Mr. Seymour Siegel, WNYC, New York, New York
Mr. Richard Hull, WOI, Ames, Iowa

Gentlemen:

I hope I don't too often pass the buck, and thought I'd get out a note representing as much thought as I've been able to find time for, on Jim's fine outline, with all the commotion, noise and night work we're in right now.

For one thing I believe we need a meeting, if only of the committee a day early in Lexington.

I'm not entirely clear on the results of the questionnaire. I feel that freedom to pay in tapes should be left some schools. Many can get more tape, but can't get approval of something that looks like a new fee, or dues, because of committee or administrative approval required. I believe in a broad base for fees, rather than a rate based on station size, since NAEB dues are already somewhat on size and power. Rather than getting a fee too high--which will be delayed by argument, how about getting along only on the per program rates Jim quotes, with a possible incentive refund of a certain percentage for contributors of programs. Some of us new boys, who don't know what we'll have yet, will soon get squared around so we all have something to offer. It looks already as if, subject to screening, we'd have plenty of programs.

The proposed schedule, of an hour a day for NAEB, looks good to me. We can use it. Rate costs, which show a lot of work, also look good, except for initial contribution, which might be delayed a little, I think, to expedite getting the per program charge going.

I'll be glad to do anything else I can.

Electricians have been standing on my desk as I write this, with drops of solder here and there. Please excuse me if I don't make much sense at this moment. I hope to again sometime.

Sincerely,

H.

H. J. Skornia
Director
Radio Station WIUI

HJS:jm

Halsey

NAEB - net

September 11, 1950

Mr. Seymour Siegel
Director - WNYC
Municipal Broadcasting System
Municipal Building
New York 7, New York

Dear Sy:

Thanks for your September 1 letter in re the twenty-fifth anniversary promotion with an NAEB show. I think the idea is fine. I would like to hold this until Lexington so we could do some planning on it there. Why don't you rack up a format you think might work? Run it by the new committee and Miles and see what we could put together at Lexington.

I think the publicity angle will work just as you imagined and could do us a great deal of good.

For some reason, I'm a little scared of the NBC-ABC-CBS participation. I've heard from rumors (right or wrong) that in some quarters they regard us as a threat. If true, this would be flattering; on the other hand, it might be simply another tramp under the bed.

Why don't you sound off Bob Saudek and see what he says.

Sincerely,

Richard B. Hull
President

WNYC

WNYC-FM

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N.Y.
WORTH 2-5600

SEYMOUR N. SIEGEL
Director

JOHN DE PROSPO
Executive Officer

SL S 1350

September 1, 1950

Mr. Richard B. Hull
WOI, Iowa State College
Ames, Iowa

Dear Dick:

I am tremendously grateful to you for picking up the cudgels, as indicated in the copies of your letters to Allen and Waldo. I'm sure you'll be able to calm the situation down.

It occurs to me that this is the twenty-fifth anniversary of NAEB, and it might not be a bad idea to arrange for the promotion of an hour or two-hour show which would include greetings from the presidents of all member institutions and also Hennock, Senator Johnson, Coy, etc. Certainly, there ought to be musical contributions from each of the stations. The whole show should be taped, and sufficient copies made so that it could be presented on all stations of the network simultaneously. Sener could probably jazz the production up with plenty of Hollywood names, and the whole thing might well lend itself to national publicity.

With all best wishes, I am

As ever,

Seymour N. Siegel
Director

P.S. I don't know why NBC, ABC, and Columbia, might not be prepared to put on a national salute to NAEB over their own networks.

P.P.S. I leave the TV picture to you.

Halsey - NAEB Net

September 15, 1950

Kathleen N. Lardie
Manager
Radio Station WDTR
Detroit 6, Michigan

Dear Kay:

Many thanks for sending us your fine new book on the WDTR school schedule for this fall. It looks wonderful.

We may be bothering you somewhat later in the year to see how this applies to TV, that is, how we can steal some of your organization and production ideas for WOI-TV and apply your audio techniques to video. We're planning to roll a school of the air in mid fall from here.

You could help me out on another situation if it would prove at all workable from your point of view. It concerns the NAEB network which Sy Siegel has now developed to the point it will include 50 stations across the country and which Neal Morrison hailed as the "most significant development in radio on the North American continent" at the Rockefeller Seminar this year in Illinois.

We have a number of Canadian programs which could be made available to the NAEB network, but the difficulty is that because of certain Union requirements, recordings or transcriptions of these programs cannot be sent to Siegel in New York. However, if any one of our stations could record these programs on direct line from Canada, everything would be okay.

Therefore, the proposition is this: If you are equipped to do this recording--either tape or disc--NAEB would be willing to pay the line costs from the Windsor station of CBC to your board in Detroit at WDTR and also to furnish tapes, etc. for the master disc or copy.

If there is any way you can under-take to do this recording, which would not be tedious--maybe one program - or two at the most, our whole situation would be greatly simplified.

Please let me know at your earliest convenience about this.

Sincerely yours,

RBH:EH

Enc:

Richard B. Hull
President

STATION WDTR

9345 Lawton Avenue Detroit 6, Michigan Tyler 4-4188

This is a copy of our Schedule of Broadcasts for the first semester, 1950-51.

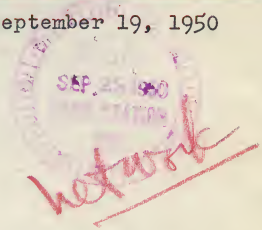
Hope you have a chance to glance through it.

Kathleen N. Lardie
Manager, Station WDTR

/mjr

RADIO STATION
KWSC
OWNED AND OPERATED BY
THE STATE COLLEGE OF WASHINGTON
5000 WATTS - 1250 KC
PULLMAN, WASHINGTON

September 19, 1950



Mr. Richard B. Hull
WOI, Iowa State College
Ames, Iowa

Dear Dick:

Apparently my writing possesses a talent for carrying a different impression to readers than was my intent. Three of you have reached the conclusion independently that I was critical of Sy Siegel's initiative in launching the NAEB network when quite the contrary is true. We've talked of a network of educational stations by relay or transcription since 1939 with little progress. Now that Sy has precipitated things the question is no longer "shall we?" but has become "how can we do it better"? I have nothing but praise for Sy both for launching the idea and for its operation to date. So please read my previous comments as intended to be constructive criticisms.

I think you should be asking us to "buy a plan." The network will be on an unsound footing in my opinion if it counts upon voluntary contributions in any sense. A concrete plan in which the costs of operation are translated into fees for service needed. If I and others see enough benefit for the cost then work will be feasible on a permanent basis. For a while we can be expected to support the cost partly because some network plan is needed and the start looks promising, but ultimately the plan must be sound in view of costs. A foundation can be called upon for aid in the early stages of development. If so, let us plan from the beginning how we will pick up their part of the cost within the space of the original grant--if possible. Or even better, a foundation might go behind the building of a fine library of programs as George Probst suggested a year ago, ones that could be repeated throughout the future.

So that you may judge my original letters, I am enclosing copies for your files.

Sincerely yours,

Allen Miller
Station Manager

AMM:gb
cc: Siegel
Miles

COPY

August 22, 1950

Mr. Jim Miles
Radio Station WBAA
West Lafayette, Indiana

Dear Jim:

Your letter of August 2 andthe accompanying questionairre leave me in a mild state of frustrated confusion. You, who were at Allerton, doubtless have a fairly clear cut understanding of the magnitude of the immediate needs of the NAEB Transcription Network and can translate these into a fair quota among the members. But those of us who were not present have no such base for judgement. I have a well-developed caginess against requests for pledges or contributions within groups since I have found such wide variations in the generosity or penuriousness of individuals and institutions. Voluntary pledges will not, in my opinion, result in any equitable distribution of load.

As to the participating programs, I am definitely skeptical. We are in grave danger of duplicating the worst program practices of mutual networks. The exchange of the best products of each of us should result in definite enrichment to all of us while maintaining uniformity in each series. Where information from different members is to be woven into a series, I am strongly in favor of having the writing and production done by one of the NAEB members. I am quite aware of the difficulties involved in centralized program production, particularly the division of costs involved. Without centralized operation, series will tend to lose form and audience recognition.

In my opinion, someone will have to block in a proposal for the network which estimates costs for different numbers of programs per week, and which suggests the expenses which should be carried by NAEB members participating in the exchange. Then each of us can decide whether the goods delivered warrants the expense. I'm sure we would all agree that some of our financial support should be to the idea since the performance of the organization can be expected to be of increasing merit. Hence we should help to launch the network even if we don't feel we have full value received. But the idea will not be feasible for long if we depart very far from a business basis. I've had my fill of organizations in the educational and public service field who operate on an idea of charity from members they are supposed to serve.

We'll have growing pains in which programs will be a contested point, among others. We are all aware of a split in opinion within NAEB regarding the length and weight of programs. There is a division on whether programs should

COPY

SEP 23 1950
WHA RADIO STATION

have heavy factual emphasis or whether they should be expected to capture the attention of more people, making them aware of problems but not delving so deeply into them during the broadcast. I suppose offerings will have to be made and the decision as to feasibility of a series judged in part by acceptance among the members. To date we have had little to chose from the lighter side. The closest approach, so far, has been "We Human Beings" which rates very high among my choices. I doubt that I will schedule another "Great Themes" full length presentation particularly with the long delay involved in bicycling series.

There will be central costs in any event to cover traffic and distribution. Probably some place will have to dub copies at the beginning of series to reduce bicycling or to eliminate the need of each shop to dub upon arrival. We've been having too many disruptions of our schedule because of late arrival of tapes----and I believe the fault to be that of the bicycling system rather than of any one individual. We have six copy units and a master, so we could duplicate in volume. But I'm not going to volunteer to take on such work load on my limited budget nor should others be expected to do so. Not to mention the need for tape supplies.

The programs to date have not been edited in opening and close to eliminate sections which may have been quite appropriate in the initial broadcast but which are not really usuable by the network. We have need, also, for checking and cueing at the beginning and end of each tape. Duplication of this effort all the way down the line, usually without warning, is a great waste of time. I wonder how many are slapping the tapes on and letting come out what will? God forbid!

I suppose I'm being a maverick again, but I refuse to "buy" a plan in its present amorphous state. As you know, I've been interested in an educational network for a long time, but it will be a first-rate flop if we go into it in our present fashion. I hope some order may come out of the meetings in Louisville. If so, it will be because someone has organized a plan before the meetings. Committee discussion is unlikely to do the job.

Cordially yours,

Allen Miller
Station Manager

AM:cm
cc: Mrs. Terry Linder

COPY

August 22, 1950

SEP 23 1950

Mr. Seymour N. Siegel
Radio Station WNYC
Municipal Building
New York 7, New York

Dear Si:

The series by Dr. Dora Wagner has been made untimely by the Korean situation. The tension in Germany last spring and during part of the summer made Dr. Wagner's programs of natural interest then--but not naturally now. The spotlight may swing toward Berlin again soon, in which event the series would again be timely.

Our experience points up the dangers inherent in delays in network bookings, particularly if bicycling is used. And of course, also the effect of sudden changes in news emphasis on geographical areas. Dr. Wagner's series was not a commentary, however, in my meaning of the word. It if was, so too, are the "Great Themes", "A Long Life", and others, and if the area of historical background and even direct commentary are excluded, how can the Round Table be circulated?

This is not intended as a challenge of your judgement on appropriateness of the series as much as it is to rejection of the programs as commentaries. Also I do not see circulation of commentaries as a radical departure in NAEB practice.

Believe me I understand the headaches at your end and I'm definitely sympathetic with them. My concern is that Dr. Wagner was informed the series would be offered after I received word to that effect from Mrs. Linder. Even then we were worried that the offer would not be made until September for reasons not immediately evident.

Also believe me when I assure you that I am not as irate as this may appear at first sight, but that I am,

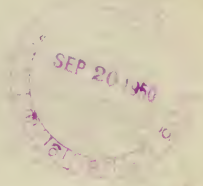
Cordially yours,

Allen Miller
Station Manager

AM:cm

Holder
NAEB reg

September 18, 1950



Mr. Wilbur Schramm, Dean
Division of Communications
University of Illinois
Urbana, Illinois

Dear Wilbur:

Your letter of September 8 to Dick Hull makes good sense to me. I certainly agree that the exchange program network that we have is the most important problem facing the NAEB at this time, and the question of whether or not to establish our permanent headquarters at the University of Illinois is one which I thought was already settled. Was not the University of Illinois designated as our permanent headquarters a number of years ago? Until and unless there is good reason for moving the headquarters I am in favor of keeping it on the Illinois campus.

I hope you are planning to attend the NAEB fall meeting at the University of Kentucky and shall be looking forward to seeing you there.

Yours very sincerely,

Grayson Ausmus, Director
Radio Broadcasting Services
Manager, WUOA(FM)

GA:vw

cc: Richard B. Hull

Halsey. n a e b network

September 28th, 1950

Mr. G. F. Roll
Smith, Kline & French Laboratories
1530 Spring Garden Street
Philadelphia 1, Pennsylvania

Dear Mr. Roll:

In accordance with our telephone conversation, I am enclosing, herewith, a map of the present stations of the National Association of Educational Broadcasters Transcription Network.

Some of these stations are FM and some are AM. They are all non-commercial.

I am not in a position to speak for either the Academy or the stations. It would seem to me, however, that if you were prepared to underwrite the annual cost to the Academy of twenty-five thousand (25,000) dollars, you should make that proposal direct to Dr. Iago Galdston. Any arrangement concerning a quid pro quo for Smith, Kline and French would necessarily have to be made by the Academy.

Insofar as the stations are concerned, because they are non-commercial, there can be no mention of Smith, Kline and French on the air, except as identifying the President of Smith, Kline and French in any remarks at the opening of the series.

A grant of one thousand (1,000) dollars per station per year, which would involve a weekly broadcast for fifty-two (52) weeks (if that quantity of material were made available by the Academy) would necessarily have to be accepted by the individual member stations of NAEB. Any conditions concerning such broadcasts would also have to be accepted by the individual stations of NAEB.

Mr. G. F. Roll, Smith Kline and French (continued)

I have merely indicated the above for possible consideration on your part, as a basis for preliminary discussion.

Insofar as the stations are concerned, an indication of interest by you would be particularly effective if it were made prior to October 22nd, when the Annual Meeting of the National Association of Educational Broadcasters takes place at Lexington, Kentucky.

If there is any manner in which you think I can be of assistance to you, please do not hesitate to call on me.

With best wishes, I am

Sincerely yours,

Seymour N. Siegel
Director

sns:L
encl. 1

network

October 2, 1950

Mr. Jim Miles, Manager
Radio Station WBAA
Lafayette, Indiana

Dear Jim:

I do not want you to feel that I have neglected answering your letter of September 4th concerning the study you made about the NAEB Network.

First off, let me indicate that I think you have done a magnificent job in collecting, tabulating and analyzing the results. I am in a rather peculiar position concerning the study, however, and it is with no small degree of chagrin and embarrassment that I am compelled to tell you that WNYC could not make any contribution whatever in the way of finances. Our budget does not provide for any such expenditure, and it would take a tremendous amount of energy and, what is more important -- time -- to convince the City Fathers to deviate from a 25-year policy, i.e., not providing a single penny for talent.

Consequently, this leaves me sort of on the outside, and any suggestions or criticisms that I might make would be somewhat academic from a personal point of view.

On the basis of our experience in handling the network for the past year, I do not believe that your budgetary figures will be sufficient. You will not be able to operate on two-fifths of a Technician or two-fifths of a clerk. Furthermore, the vast majority of our mailings have been in excess of $1.00, not 35 cents. Furthermore, you have made no provision whatsoever for telegrams and telephone calls which will easily run $1000. a year at a very conservative estimate. On your own figures, you will not be able to service 45 stations because you will require at least two safeties of each of your programs, which cuts your present number of stations to forty-three (43) and, likewise, lowers your contribution by 2/45ths.

Looking at your 1-hour block under Item 2, while I am not too familiar with the content of the proposed programs, there is little relationship among those in any one day to consider them appropriate back to back programs. Obviously, something like agricultural research would not be of major interest to Sener or myself. It is questionable in my mind, therefore, (and this is based on the reaction we have had from stations now participating in the network) whether you can option any time for more than a single program. I know you must have in mind,

as I do, the program evils of optioned time on the commercial networks.

I don't want to negate any of your suggestions, but I still query the advisability of a large expenditure of money for the purpose of making all programs immediately available to all stations (under your proposed plan) when such programs have no dated significance. The only value of such an operation would be in the publicity and promotion that it might make possible. There is no appropriation whatsoever in your budget for proper publicity released on a national scale. I would much prefer seeing the resources for immediate program availabilities, i.e., individual tapes to each station, be utilized for programs of immediate news significance, or for those programs which are of such lasting value that the stations could make them a part of their libraries for re-use. In this latter case, your budget figures for replacement of tape must necessarily be increased.

It's extremely difficult to analyze a proposal via the mails and, as I have indicated to you, it's even more difficult when you know your own station will not be able to participate. It is entirely possible that you have the answers to some of the objections I have made, and I hope you will have taken them into consideration by the time we get together at Lexington.

In the meantime, we have just received another $600. grant from Cooper Union so that the present operation will be able to continue at least until January, when either you or Illinois will be in a position to take it over.

With all best wishes, I am

As ever,

Seymour W. Siegel
Director

SWS:cb

Halsey
Fulmer net

October 11, 1950

network

Mr. Seymour N. Siegel
Director, WNYC
Municipal Broadcasting System
New York 7, N. Y.

Dear Sy:

Many thanks for your October 6th note and the enclosed photostat from "London Calling". This tops, my friend. Be sure to bring and report on this in connection with the network report at Lexington.

Will see you in Washington on October 16th. Keith Tyler is back, and I'm hoping he can assume quite a chunk of the burden of coordinating the testimony for the hearings.

Best wishes.

Sincerely yours,

Richard B. Hull
Radio-TV Director

P.S. Paulu will carry a tribune in re Hellman. This is a great shame, I think. Ed had a level head, a superior intelligence, and a big heart--and he could not be bluffed or rattled--nor can he be replaced. Bill Levenson said it was apparently a "massive coronary" attack without warning and final in less than two days.

RBH/sc

WNYC

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N.Y.
WORTH 2-5600

SEYMOUR N. SIEGEL
Director

JOHN DE PROSPO
Executive Officer

WNYC-FM

RECEIVED
OCT 9 1950
RADIO STATION
WOI

October 6, 1950

Mr. Richard B. Hull
WOI, Iowa State College
Ames, Iowa

Dear Dick:

Here is a photostat of a page from the current issue of "London Calling." Never before has the National Association of Educational Broadcasters obtained such international publicity. The circulation of "London Calling," as you may know, runs into hundreds of thousands.

With all best wishes, I am

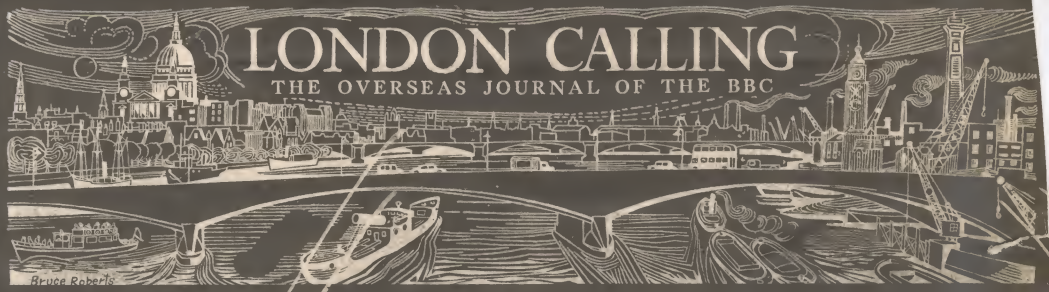
As ever,

Seymour N. Siegel
Director

SNS:as
Enclosure

will see you
in meeting Tom
on Oct 16th, I hope.
SNS

LONDON CALLING
THE OVERSEAS JOURNAL OF THE BBC



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All communications should be addressed to the Editor, LONDON CALLING, Broadcasting House, London, W.1. Subscription rates and addresses to which subscriptions should be sent are given on page sixteen

BBC Radio Drama for U.S.A.

THE N.A.E.B. (the National Association of Educational Broadcasters), an association linking non-commercial stations throughout the United States, has recently embarked on a new and ambitious development. Following discussions with the University of Illinois last year, they have planned a wide programme of broadcasts which are to be serious in content and high in quality. They will be provided to member stations in the form of recordings, and the first series was distributed in February. By May this year thirteen stations were already carrying the programmes, and at least fifteen more were expected to join shortly.

The programmes are distributed through station WNYC, New York, whose director, Seymour Siegal, is the moving spirit of the project. Among those already carrying the programmes, in addition to WNYC, are stations in Michigan, Washington, Ohio, California, and Louisiana.

A number of series have already been broadcast. They have covered scientific, political and artistic topics, and have been collected from all kinds of sources.

For their dramatic series N.A.E.B. turned to the BBC, which has contributed thirteen programmes from among the classics of broadcasting in this country. This series will break new ground in a number of ways. For one thing, none of the programmes lasts less than an hour, and some are more than an hour and a half and it is very rare for a serious programme—even a dramatic one—to run to such a length in the United States.

Beginning on July 11 with *The March of the '45*, D. G. Bridson's classic dramatisation of the Jacobite rising in Scotland in 1745, the programmes include such major works as *The Dark Tower* by Louis MacNeice and *The Lady's Not For Burning* by Christopher Fry.

N.A.E.B. reports that the BBC series is drawing 'tremendous quantities of favourable comment' from their listeners. Later series will be taken from the Canadian Broadcasting Corporation and from the United Nations.

A Community of the Blind

THE Secretary of the British Empire Society for the Blind, Mr John Wilson, left London by air for Africa to spend about two months there, mostly in Nigeria and the Gold Coast: parts of Africa in which there is a tragically high rate of blindness, and where, in fact, there are entire communities of blind people. Mr. Wilson intends to travel among the towns and villages to talk to the blind Africans, and he hopes that, being blind himself, he will be able to establish a quick understanding with them.

Speaking to G.O.S. listeners in 'Radio Newsreel,' Mr. Wilson said: 'In Northern Nigeria, I hope to meet an African who calls himself "The King of the Blind." He is in charge of a district in the native city of Kano, and in his district practically everyone is blind. With a few blind Elders, he runs this strange community of blind men, women, and children, and organises its principal trade, which is begging. Each beggar has his own pitch in the city, and he does fairly well amongst the pious people of Kano. The blind women do the cooking and look after the children. Many of the children are blind, too, for infection spreads easily.

'Some of you may have read that book by H. G. Wells, *The Country of the Blind*. There really are such countries in Africa. I hope to visit one of them, in the northern part of the Gold Coast. It is a group of villages along the river Volta, where one out of every thirteen people is blind. An insect called the buffalo gnat breeds in the rapids, and its bite causes blindness.

'The people have fled from some of the villages, but in others they have organised their society on the assumption that it is normal to be blind. Nobody knows how many blind people there are in Nigeria and the Gold Coast—perhaps a quarter of a million, perhaps 400,000. It is certainly an appalling number. Surveys have shown a proportion of blindness at least ten times as high as that in Britain.

'The British Empire Society for the Blind was formed this year to tackle the problem of blindness in all British Colonies. We work with Governments, with missions, and, perhaps most important of all, with the local people themselves.

'There is a great deal to do. It is believed that eighty per cent. of Colonial blindness is preventable. On the welfare side, schools, training centres, and workshops have to be started. Many of the native crafts are ideally suited to the blind, and there is no reason at all why, with proper training, blind people should not make a valuable contribution to their community instead of just being a burden to it. Books in Braille type can be printed in every written language.

'With UNESCO and with linguistic experts we have just finished working out a system of adapting Braille to all the tribal languages of Africa. Of course, these ideas are new in the Colonies, and the gravity of this Empire problem is not yet generally known. This year, our society is starting with a number of pilot schemes in preparation for a major campaign next year.

WNYC

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N.Y.
WORTH 2-5600

WNYC-FM

SEYMOUR N. SIEGEL
Director

JOHN DE PROSPO
Executive Officer

RECEIVED
OCT 9 1950
RADIO STATION
WOI

October 6, 1950

Mr. Richard B. Hull
WOI, Iowa State College
Ames, Iowa

Dear Dick:

I was shocked to learn of the passing of Ed Hellman. This apparently happened more than a month ago, but I certainly think that Paulu ought to include some sort of a tribute to the guy in the next issue of the "News-Letter." When they begin to pop off in their forties, no one can claim that educational radio is less onerous than the commercial variety.

With all best wishes, I am

As ever,

Seymour N. Siegel
Director

SNS:as

1 Attn Thearle
2 Halsey- NAEB rel

October 17, 1950

Mr. Gano Dunn
President
Cooper Union
Cooper Square
New York, New York

Dear Mr. Dunn:

It was a source of great gratification and pleasure to me to receive word from Seymour Siegel, Director of WYNC and in charge of the NAEB network prgram news, that Cooper Union has again provided $600 worth of tape for this year's series of lectures to be distributed to the NAEB stations.

Your contribution and your faith in our endeavor have been the most important single stimulus we have received in starting what is now a wide-spread and effective network linking all educational broadcasting stations across the UnitedStates.

Sincerely,

Richard B. Hull

Richard B. Hull
President

RBH:eh
cc: Seymour Siegel
Jim Miles

Blue Copies

WNYC

WNYC-FM

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N.Y.
WORTH 2-5600

SEYMOUR N. SIEGEL
Director

JOHN DE PROSPO
Executive Officer

RECEIVED
OCT 9 1950
RADIO STATION
WOI

October 6, 1950

Mr. Richard B. Hull
WOI, Iowa State College
Ames, Iowa

Dear Dick:

I am sending you herewith a copy of the current issue of the Cooper Union Forum program bulletin. You will notice the mention of the NAEB in the last paragraph on the first page. Thousands of copies of these bulletins are distributed in this area, and this represents a free sample of the promotional possibilities inherent in the network operation.

Incidentally, Cooper Union has sent us another check for six hundred dollars ($600), which I am spending on additional tapes, tins, and mailers. It would be an excellent idea if you would address a letter to Mr. Gano Dunn, President of Cooper Union, and indicate the tremendous value of the first grant and, of course, thank him for the present grant.

With all best wishes, I am

As ever,

Seymour N. Siegel
Director

SNS:as
Enclosure

Jerry is preparing a report on the 1st 8 months operation of the network which will show how first grant was used -

September 28th, 1950

Pfofessor Johnson Fairchild
The Cooper Union
Cooper Square
New York, N. Y.

Dear Professor Fairchild:

In accordance with your request, I am sending you, herewith, a map of the NAEB stations which are now on the Network.

I need not tell you that I am deeply grateful to you for the good news concerning Cooper Union's decision to provide six hundred dollars worth of tape for this year's series of lectures to be distributed to the NAEB stations.

With all best wishes, I am

Cordially,

Seymour N. Siegel
Director

sns:L

October 21, 1950

Mr. Everett W. Stephens
Director of Personnel
Babson Institute of Business Administration
Babson Park 57, Massachusetts

Dear Mr. Stephens:

Seymour Siegel of WNYC of New York City has advised me of receipt of your check in the sum of $195, payable to Sonocraft, Inc. in connection with Mr. Babson's forecast, Mr. Bernay's address, and your 30-minute round table.

I want to assure you how gratified the organization is at this fine evidence of co-operation. We wish to thank you, and we know you will be pleased with the reception accorded this broadcast on NAEB stations affiliated, owned by colleges and universities clear across the United States.

Sincerely,

Richard B. Hull, President
National Association of
Educational Broadcasters

RBH:eh

October 12, 1950

Mr. Everett W. Stephens
Director of Personnel
Babson Institute of Business Administration
Babson Park 57, Massachusetts

Dear Mr. Stephens:

I hasten to acknowledge your note of October 9, together with your check in the sum of $195, payable to Sonocraft, Inc.

We are scheduling Mr. Babson's forecast, Mr. Bernay's address, and the thirty-minute round table for broadcast on WNYC and WNYC-FM on Wednesday, October 18, at 8:30 p.m. We cannot take a chance on putting the program on on Monday, if the carrier pigeons fail to deliver the tapes.

As soon as we get the time cleared for Messrs. Green and Kluckhohn, which will probably antecede the Wednesday night program, I will let you know.

We are today sending out an official offering to the thirty-four stations of the NAEB, and as soon as we get official acceptance, we will forward the information to you.

Action for Hull //

I presume that your check represents a grant to the National Association of Educational Broadcasters, and I am asking Mr. Richard Hull, president of the Association, to formally thank you for making it possible to bring this outstanding discussion to the audiences of the non-commercial stations of the country.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
Director

SNS:as
P.S. We will offer copies of the complete proceedings, and forward any requests direct to you.

Copy to Mr. Hull

File AAEB Miss!.

October 23, 1950

Wet

Mr. Frank Sutton
Manager, Education Department
New York Herald Tribune
West 42st Street
New York 18, New York

Dear Mr. Sutton:

I was very pleased and gratified to receive information today from Seymour Siegel, general manager of WNTC, and supervisor of the NAEB educational network, that the New York Herald Tribune Forum will be available for distribution over the cross-country tape network.

News of your grant to NAEB in the amount of $460.00 payable to Sonocraft, Inc. was equally pleasing and encouraging.

May I express the sincere thanks of our officersand directors for this double cooperation.

Sincerely,

Richard B. Hull
President

RBH:lk

NAEB
net

October 23, 1950

network

Mr. Frank Sutton
Manager, Education Department
New York Herald Tribune
West 41st Street
New York 18, New York

Dear Mr. Sutton:

I was very pleased and gratified to receive information today from Seymour Siegel, general manager of WNYC, and supervisor of the NAEB educational network, that the New York Herald Tribune Forum will be available for distribution over the cross-country tape network.

News of your grant to NAEB in the amount of $480.00 payable to Sonocraft, Inc. was equally pleasing and encouraging.

May I express the sincere thanks of our officers and directors for this double cooperation.

Sincerely,

Richard B. Hull
President

RBH:lk

COPY

October 19, 1950

Mr. James Parton
Promotion Director
NEW YORK HERALD TRIBUNE
230 West 41st Street
New York 18, New York

Dear Mr. Parton:

I was delighted to see your note of October 16 concerning the availability of the Herald Tribune Forum for the tape network of the NAEB.

We look forward to receiving your check in the sum of $480.00, payable to Sonocraft, Inc., so that the necessary tape may be made available to us.

I am asking Mr. Richard Hull, the president of the NAEB, to write to Mr. Frank Sutton, the Manager of your Education Department, thanking the HERALD TRIBUNE for this grant to NAEB.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
Director

SNS:as

Copy to Mr. Hall

November 21, 1950

Mr. Wilbur Schramm
Institute for Communications Research
University of Illinois
Urbana, Illinois

Dear Wilbur:

I can't tell you how very much I appreciated your presence at the NAEB meeting at Lexington and your exposition of the Illinois offer to provide a "home" for the NAEB network. I thought it was presented admirably, and I am sure the proposition is now accepted psychologically as well as formally.

In order to formalize the matter, I wonder if you could send a memorandum to Sy Siegel putting down the points you stated verbally.

Best regards.

Sincerely yours,

Richard B. Hull
Radio - TV Director

RBH:eh

November 28, 1950

Network

Mr. Seymour Siegel
Manager, Station WNYC
New York, New York

Dear Sy:

When you get this, I shall probably be in Korea on a temporary tour of duty for the Air Force. Before I leave, I am dictating this memorandum for the NAEB files.

This represents the main points of what I said to the executive session at Lexington. What I said there, we still stand behind.

I said:

1. We at Illinois believe in the NAEB network, want to see it developed, and want to help in that development regardless of where the network is centered.

2. In case you are called into service, or an equal emergency occurs at WNYC, we are willing to take over and operate the network as it is now operated, on an emergency basis, pending permanent location and proper financing.

3. However, our real interest in housing this network is in the prospect of being able to build around it a program of activities, services, and research which will improve the efficiency and quality of the network and react to the benefit of all the educational stations.

4. If NAEB elects to center the network at Illinois, we shall proceed at once with activities, already begun on a conditional basis, to raise funds for such a program as mentioned in (3).

5. Preliminary conversations with Foundation representatives lead us to believe that there is a good possibility of being able to finance the following program:

a) Purchase of equipment for multiple tape duplication, making possible simultaneous rebroadcast, when desirable, in all parts of the country.

b) Funds to operate this tape exchange, providing that the member stations are willing to take over this basic operating cost on a gradual plan over a five-year period.

c) A continuing series of Allerton seminars.

d) A series of fellowships, varying in length from a few months to a year, for the personnel of educational stations.

e) A central office for the program, with a director to be responsible for exchange of information, for such central services as promotional materials, and in general for making the program of maximum use to the stations.

f) Experimental work on the use of television for educational purposes, on the effects of educational radio and television, on educational station management, and other pertinent problems, over a period of five years.

6. To develop this program and to secure the Foundation's final approval will be a matter of months and will take considerable Illinois staff time and money. This we are willing to give. However, it is not our wish to undertake this work of development unless we are sure of NAEB's wish to center its network activities at Illinois and to give its wholehearted cooperations.

7. If NAEB accepts the line of action here outlined, we understand acceptance to mean:

a) Cooperation during the next six months in planning the larger project so that it will be of most use to us all.

b) Cooperation during the delicate period of negotiations with the Foundation. Specifically, this means:

b1. Appointment of such special committees as may be needed during the negotiations.
b2. Checking with us, during this delicate period, plans, if any, being made for approaches to other foundations on behalf of NAEB, so that one does not cancel out the other, and we do not lose one or both grants because of seeming to double-deal.
b3. Development, at the proper time, of a time-table whereby the operating expenses of the network (machine operators, machine maintenance, tape, and shipping) will be taken over gradually during a five year period by the stations using the network.

c) Appointment of a Standards and Acceptance committee, if Illinois undertakes operation of the network. This committee of members would determine what goes on the network.

d) Acceptance by NAEB members of responsibility for providing programs for the network.

e) A clear understanding that if Illinois is unable to supply funds for such a program as this by the time of the next annual NAEB convention, or such other time as the Lexington convention may set, NAEB's acceptance of this proposed line of action shall be reconsidered.

f) Meanwhile, the network to be centered where it is or wherever else NAEB may decide, until Inninois is asked to take it over because of a major emergency at WNYC, or until Illinois is able to provide the funds mentioned above.

It is my understanding that the convention voted to accept this line of action in principle, by which they put themselves on record as favoring this kind of broad program and gave Illinois what amounted to an option to continue efforts to bring it about.

It is my understanding also that you said that, barring a call to service or comparable emergency, you thought that WNYC could go on with the network operation until late spring, probably until the end of the university spring semester.

Bob Hudson, Frank Schooley, and Fred Siebert are carrying on the Foundation negotiations in my absence, and have full authority to deal in my name with any matters that may come up involving the relation of Illinois to the NAEB network.

Yours sincerely,

Wilbur Schramm
Dean

IMPORTANT! IMPORTANT! IMPORTANT! IMPORTANT! IMPORTANT! IMPORTANT! IMPORTANT!

MEMORANDUM

TO: ALL MEMBERS OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

FROM: SEYMOUR N. SIEGEL, PRESIDENT

Effective JANUARY 15th, 1950, the NAEB TRANSCRIPTION NETWORK will be transferred from WNYC, New York to the DIVISION OF COMMUNICATIONS OF THE UNIVERSITY OF ILLINOIS. Mr. RICHARD RIDER has been designated as the new co-ordinator of the Network, and you will be hearing directly from him in the course of any Network business.

ALL, repeat, ALL correspondence, tapes, confirmations, notices and Report Sheets should be mailed direct to Mr. Rider at:

NAEB TRANSCRIPTION NETWORK
119 Gregory Hall
University of Illinois
Urbana, Illinois

as of the effective date (January 15th).

The experience of launching the Network and keeping it going has been an extremely rewarding one. Both Mrs. Linder and I are deeply grateful for the uniform courtesy and understanding which has marked the relationship of all member stations to the Network during the course of the past year.

I bespeak your fullest co-operation for Mr. Rider, and I hasten to assure you that any suggestions for the improvement of Network operations would be welcomed by him.

Siegel

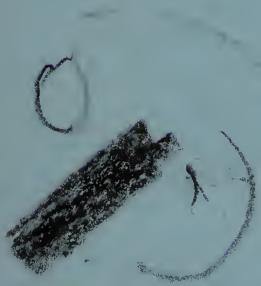
Seymour N. Siegel
President
NAEB

sns:L January 8th, 1950

SERIES I		SERIES II		SERIES III		SERIES IV	
WUOM	4/3	WHA	5/5	WUOM	6/8	WHA	5/24
WHA	3/17	WOI	5/16	WOI	5/22	WUOM	6/6
WOI	3/25	WUOA	5/25	WHA	5/30	WUOA	6/14
WUOA	4/6	WBAA	6/2	WBAA	6/7	WBAA	6/20
WBAA	4/21	WLSU	6/9	WUOA	6/13	WILL	6/29
WLSU	4/24	WILL	6/19	WLSU	6/21	KUSC	7/8
WILL	5/1	KUSC	7/6	WILL	6/25	KWSC	7/15
KUSC	5/18	KWSC	7/10	KUSC	7/3	WOSU	7/23
KWSC	5/22	WNAD	7/25	KWSC	7/8	KCVN	8/13
WNAD	6/6	WOSU	7/31	WOSU	7/22	WKAR	9/3
KUSD	6/8	KCVN	8/10	KCVN	8/4	WFIU	9/8
WOSU	6/12	WAER	10/2	WFIU	9/8 ?		
KCVN	6/22	WFIU	10/25	WAER	10/8		
WKAR	7/6	WSUI	11/7				
WAER	7/10						
WFIU	9/8						
WSUI	9/19						

SERIES V	
WUOM	6/12
WHA	6/21
WUOA	7/7
WBAA	7/14
WILL	7/28
KUSC	8/7
KWSC	8/18
WOSU	8/21
WLSU	9/10

Network



N A E B Tape Transcription Network

I- History, Growth and Developement.
a. What programs were offered. Criteria of Choice.
b. How Many stations carried each series.
c. Present Status. Fall 1950.

II- Programming.
a. Criteria
b. Production Agencies
Lowell
Texas Radio House
Rocky Mountain
Chapel Hill
Adelphi
U of Chi Roundtable
Northwestern

c. Individual Stations of NAEB
Best of Each Area
Specially created such as Prexy Report to Alumni
Sports Predictions
- (N.Y., Los Angeles, Boston, Baton Rouge provide alumni centers)

d. Public Service Agencies (UN)
e. International Exchange
f. New York as Procurement center
g. Superior position of Net over any single station in obtaining program resource.
h. Concommitant power of net to keep stations in line.

III- Technical Factors
a. Standards 7½ips 8 m cps 5 day interval
b. Mechanics
Offering
Handling (packing-labels-addressograph plates)
Reports
Publicity and Promotion
Basic Bicycle and Derivatives
Dated Legs
Specialized Services

IV- Problems
a. Priority to every communication
b Try to understand whats wanted. .Follow Instructions implicitly
NO SUBSTITUTIONS PLEASE
c. Programs...determination and standards...production standards
d. Financing
e. National Publicity and Promotion....FCC....Trade...etc

V The Future
What is available now
What can be done
50 stations 14 hours per week 52 weeks per year

Network

TO ALL MEMBERS OF THE NAEB TRANSCRIPTION NETWORK:

HEREWITH IS THE REVISED PROGRAM SCHEDULE FOR SERIES I - "WE HUMAN BEINGS".

MAY WE TAKE THIS OPPORTUNITY TO REMIND YOU THAT IT IS ESSENTIAL THAT THE REPORT SHEETS WHICH WERE SENT TO YOU BE RETURNED IMMEDIATELY AFTER EACH BROADCAST.

SEYMOUR N. SIEGEL
CO-ORDINATOR

sns:L

NABB TRANSCRIPTION NETWORK - SERIES I - "WE HUMAN BEINGS"

PROGRAM SCHVEDULE

PROGRAM TITLE	S.N. SIEGEL W N Y C New York 7	E.G. BURROWS W U O M U of Michigan Ann Arbor	BILL HARLEY W H A U of Wisconsin Madison	CHAS DONALDSON W O I Iowa State Coll Ames	GRAYDON AUSMUS W U O A U of Alabama University	JIM MILES W B A A Purdue Univ. Lafayette, Ind.	5/1-7:30 P.M. E.R.N.T. SCHEDULE	RALPH W. STEETLE W L S U Louisiana State U Baton Rouge	WILBUR E. WILDER K U S C U of Southern Cal. Los Angeles	ALAN MILLER K W S C State Coll of Wash. Pullman	JOHN W. DUNN W N A D U of Oklahoma Norman	KEITH J. NIGHBERT K U S D
"YOU ARE BORN"	2/26 9:00 pm	Redub 3/9 8:00 pm for 4/3	3/17 4:00 pm	3/25 5:30 pm	4/6 7:30 pm	4/14 8:30 pm		4/21 7:00 pm	5/18 8:30 pm	5/22 7:30 pm	For Redub Schedule to be announced	6/9 4:30 pm
"YOU REACH OUT"	3/5	3/16 for 4/10	3/24	4/1	4/13	4/21		4/28	5/25	5/29		
"YOU: BETWEEN TWO WORLDS"	3/12	3/23 for 4/17	3/31	4/8	4/20	4/28		5/5	6/1	6/5		
"WANTED: A JOB"	3/19	3/30 for 4/24	4/7	4/15	4/27	5/5		5/12	6/8	6/12		
"AS OTHERS SEE THEM"	3/26 (FM Only)	4/6 for 5/1	4/14	4/22	5/4	5/12		5/19	6/15	6/19		
"THE MAN WHO DRANK TOO MUCH"	4/2	4/13 for 5/8	4/21	4/29	5/11	5/19		5/26	6/22	6/26		
"WHO AM I?"	4/9	4/20 for 5/15	4/28	5/6	5/18	5/26		6/2	6/29	7/3		

* *

1) CANCER

A high school graduate develops a tumor back of the eye which causes her to see double. She receives X-Ray treatment and is now completely cured 10 years later. She was not toled that she had cancer until 5 years after its diagnosis. Participants include Dr. Joseph C. Aub (Harvard) and Dr. LeRoy A. Schall (Harvard) who treated the patient.

2) ARTHRITIS

On a tour of Massachusetts General Hospital, Dr. Hans Waine (Harvard) Medical Director of the Arthritis and Rheumatism Foundation in New England illustrates different types of arthritis, its treatment, and follow-up care during talks with patients on the wards, in the Occupational Therapy Shop and in the Arthritis Clinic. At the Robert Breck Brigham Hospital, Dr. Theodore B. Bayles (Harvard) talks with a 4-year old patient in a ward and reports on two new drugs, cortisone and ACTH. Dr. Henry J. Bakst illustrates rehabilitation with a patient in her home.

3) ACCIDENTS

In a ward at Children's Medical Center, a young boy relates how he was badly burned in an accident at home, while Dr. Lendon Snedeker (Harvard) describes the types of accidents that happen to children and how these could be avoided. Patients on the wards at Boston City Hospital describe their accidents, while Dr. Russell F. Sullivan explains treatment. A Cambridge housewife takes Mr. Clifford A. Pulis, Director of Safety Services, Cambridge Red Cross, on a "Hazard Hunt" through her home, where he points out ways in which accidents could be avoided. Dr. Warren T. Vaughan (Harvard) talks about the accident-prone individual.

4) ALCOHOLISM I

At the Alcoholic Clinic of Peter Bent Brigham Hospital, a meat cutter tells how he became an alcoholic by drinking to relieve tensions and escape from stress situations. He describes his experiences at a state farm, and how he finally submitted to treatment by a new drug, Antabuse, which he now takes daily and which keeps him from drinking. His wife and young daughter, interviewed separately at their home, describe how alcoholism nearly wrecked their lives. The wife analizes her husband's over-ambitious personality which led to his drinking, while the daughter tells her reactions to knowing that her father drank, and how he was depriving the family of many necessities on this account. Back at the Alcoholic Clinic, Dr. Robert Fleming (Harvard) explains the vicious cycle that turns the symptomatic drinker into an addictive drinker. He explains the effect of Antabuse and its contribution to helping the alcoholic, while stressing that to be cured, the alcoholic must first want to be cured, and can never take another drink safely.

5) ALCOHOLISM II

At her Brookline apartment a school teacher describes how she started drinking to relieve emotional and personality problems, how this played havoc w ith her career, how she hit rock-bottom and finally went to a meeting of Alcoholics Anonymous. She describes her struggle towards recovery in following the twelve steps in the A.A. program. At his office in the Boston University School of Medicine, Dean James M. Faulkner Chairman of the Massachusetts Commission on Alcoholism, explains why people start drinking and reviews the three forms of treatment - by medication, by Alcoholics Anonymous, by psychiatric help. In a closing summary, Governor Paul A. Dever, speaking in his office at the State H ouse, estimates the gravity of the problem of alcoholism in the community and outlines proposed measures to tackle this problem.

R E P O R T S H E E T*

NAEB TRANSCRIPTION NETWORK - SERIES I - "WE HUMAN BEINGS"

STATION_____ BROADCAST_____
(program title)

ON_____ AT_____
(day) (date) (time)

PROGRAM HAS BEEN SHIPPED TO_____
(name & title) (station)

THIS DATE:_____.

BY_____
(name & title) (station)

COMMENTS:

* TO BE RETURNED IN ENCLOSED SELF ADDRESSED STAMPED ENVELOPE IMMEDIATELY AFTER EACH BROADCAST.

O F F I C I A L O F F E R I N G

NAEB TRANSCRIPTION NETWORK - SERIES II

"A LONG LIFE"

The Lowell Institute Cooperative Broadcasting Council has a second series of fifteen (15) half-hour programs entitled "A LONG LIFE", which have been produced by Parker Wheatley, and are of excellent quality.

From the description, which is enclosed, it can be seen that top authorities are behind these programs.

Since the subject matter closely parallels "We Human Beings", WNYC is using "A LONG LIFE" to follow the former, at the same time now allocated to this series.

If you desire to receive this new series, which is available on tape at 7-1/2 inches per second, for broadcast on the same days and times that you have scheduled for "We Human Beings", this will facilitate scheduling and shipment of the tapes.

If you desire to change the day, it is requested that you schedule the program to begin sometime during the week following the termination of "We Human Beings" on your station.

Please notify us without delay of your intentions in this matter. We are receiving requests from other stations, and your immediate attention will make things a whole lot easier.

May we take this opportunity to thank you for your splendid cooperation in connection with the "We Human Beings" series. Our Network is well on its way to becoming a tremendous success, and this is due, in no small measure, to our joint endeavors.

Terry Linder

(Mrs) T. Linder
Coordinator

6) TUBERCULOSIS

In his Belmont home, a public works engineer describes his first hemorrhage from tuberculosis while on his honeymoon, his treatment at a sanatorium and his recovery at home. At the Middlesex County Sanatorium, Dr. Frank Dawson, Superintendent, talks with a patient and describes his treatment. Early detection of tuberculosis is illustrated on a visit to a Mobile X-ray Unit on Boston Common, where a visitor tells why he is having his chest X-rayed, and Dr. Roy P. Lendgren explains the X-ray apparatus and how the community program is fighting tuberculosis. Dr. Henry J. Bakst (Boston University) visits a patient at her home and they review the steps in preventing the spread of the disease to other members of the family, home care of the tubercular patient and treatment by rest, diet and fresh air.

7) EPILEPSY

A middle-aged businessman, interviewed with his wife and young son at his home in Wollaston tells what it is like to be an epileptic, and how he has managed to carry on his job with the same company for the past 30 years, and to lead a happy and normal family life in spite of his handicap. He describes adjustment to such drugs as phenobarbital and mesantoin. A 12-year old school girl, interviewed with her mother in their home at Brighton, illustrates epilepsy in children. Together they reconstruct her first seizure after being hit by a snowball, her experiences in hospital where she underwent brain surgery, and how she is now back at school and able to lead a full life. At the Seizure Unit, Children's Medical Center, Dr. William G. Lennox (Harvard) explains what epilepsy is, demonstrates the use of the electroencephalograph in diagnosis of epilepsy (the sound of the eight pens tracing the brain waves of a patient is heard) reviews advances in drug treatment and points out how the epileptic can attend school or hold a job despite this disease.

8) HIGH BLOOD PRESSURE

An appliance salesman, father of two young sons, interviewed with his wife in the Brookline home, tells how his high blood pressure was discovered when he applied fro life insurance in 1945, how he was treated by medication, dieting and psychotherapy. In his office at Evans Memorial Hospital, Dr. Robert B. Wilkins (Boston U.) reviews treatment and explains the role of surgery in relieving hypertension. From an operating room at Evans Memorial, key portions of a Splanchnicectomy are heard as it is actually performed by Dr. Reginald H. Smithwick (Boston U.) who himself describes his surgical procedure as he operates on a male patient.

9) PSYCHIATRIC ILLNESS - I

A middle aged woman tells of her emotional disturbances in relation to her son getting into college, and her being able to help him through the university. Also her anxieties and fear of death by cancer at the same age at which her mother had died of cancer. The program tells of help received from the Psychosomatic Clinic of Massachusetts Memorial Hospital. This is a typical example of a preliminary exploratative psychiatric interview without interpretation. It includes Dr. Bernard Bandler, the Clinic Director.

10) PSYCHIATRIC ILLNESS - II

This is a continuation of part I, and explains the point of view of present day psychiatry employing all the tools of modern medicine.

1)	"UNITED NATIONS AND PEACE" (Reel #C110-111-113)	RALPH J. BUNCHE, Director, Department of Trusteeship, United Nations.
2)	"MANKIND IN THE ATOMIC AGE" (Reel # C9-10-11)	CHARLES MORRIS, Professor of Philosophy, University of Chicago; Psychologist; Semanticist; Author.
3)	"THE FUTURE OF AERONAUTICS" (Reel #C112-114-115)	S. PAUL JOHNSON, Director, Institute of Aeronautical Sciences.
4)	"REAL ISSUES OF OUR TIME" (Reel #12-13-14)	RAYMOND WALSH, Educator; Economist; Radio Commentator
5)	"THE RACE PROBLEM IN THE US" (Reel #C107-108-109)	WALTER WHITE, Secretary, National Association for the Advancement of Colored People.
6)	"WARS AND REVOLUTIONS" (Reel #C97,98,99)	SCOTT NEARING, Sociologist; Educator; Author.
7)	"EUROPEAN PROBLEMS AND THEIR IMPACT ON GERMANY" (Reel #C51-52,53)	HANS SIMONS, Dean, School of Politics, The New School.
8)	"GEOGRAPHICAL ILLITERACY-A CLUE TO WORLD MISUNDERSTANDING" (Reel #116-117-118)	JOHNSON E. FAIRCHILD, Social Geographer; Head, the Division of Social Philosophy, The Cooper Union.
9)	"ONE WORLD OR NONE" (Reel #43-44)	CARLOS P. ROMULO, President of the United Nations General Assembly.
10)	"THE ART OF GROWING OLDER-MEETING THE PSYCHOLOGICAL PROBLEMS OF LATER MATURITY" (Reel #C100-101-102)	GEORGE LAWTON, Consulting Psychologist; Lecturer, New York University; Author.
11)	"THE WAR TIME GENERATION" (Reel #C46-47-48)	RALPH WENTWORTH-ROHR, Director, Psychological Adjustment Services, Inc.; Lecturer in Psychology, New York University.
12)	"EMOTIONAL GROWTH AND PERSONALITY DEVELOPMENT" (Reel #C16-17-18)	LEWIS WOLBERG, Assistant Clinical Professor of Psychiatry, New York Medical College; Director, Post-Graduate Center for Psychotherapy, Inc.

O F F I C I A L O F F E R I N G

NAEB TRANSCRIPTION NETWORK - SERIES IV

SESQUICENTENNIAL CONCERTS OF THE U.S. ARMY BAND

These Concerts have been made available to WNYC via the Continental FM Network.

They last one (1) hour, and each program features a top-notch soloist, including such performers as Adelaide Van Wey, Percy Grainger, and others.

It is contemplated that approximately twelve (12) of these concerts will be available, although more may be forthcoming.

The quality is excellent, both from a musical point of view and technically.

Permission has been received from the Continental Network for rebroadcast over NAEB stations.

These Concerts may be made available to you beginning the week of _____.

We would appreciate an answer from you at your earliest possible convenience.

Terry Linder

(Mrs.) Terry Linder
Coordinator

L:

Lowell Institute Cooperative Broadcasting Council

28 Newbury Street · Boston 16

MEMBERS OF THE COUNCIL: BOSTON COLLEGE · BOSTON UNIVERSITY
HARVARD UNIVERSITY · LOWELL INSTITUTE · MASSACHUSETTS INSTITUTE OF TECHNOLOGY
NORTHEASTERN UNIVERSITY · TUFTS COLLEGE

FEB 27 1950
RADIO STATION
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FOR IMMEDIATE RELEASE

TRADE RELEASE

'WE HUMAN BEINGS' SERIES ON NAEB CIRCUIT

BOSTON -- Seven documentaries in the "WE HUMAN BEINGS" series, produced by the Lowell Institute Cooperative Broadcasting Council, will begin February 26 on WNYC, New York - first stop on a special National Association of Educational Broadcasters transcription network. Originally presented over WCOP, Boston, last summer, the plan for re-broadcast of these recordings comes as a special form of recognition from educational broadcasters outside New England.

(MORE--)

The series, written and directed by R. Jarrett Tangney of the Council staff, spans the human cycle from birth to old age, and dramatizes everyday problems that people face in the course of their lives - problems relating to birth; growing up; adolescence; finding a job; physical handicaps; alcoholism; and prejudice.

From New York, the series will travel the circuit to WUOM, University of Michigan; WHA, University of Wisconsin; WOI, Iowa State College; WUOA, University of Alabama; WISU, University of Louisiana; and KUSC, University of Southern California.

The Lowell Institute Cooperative Broadcasting Council is now in its fourth year of adult education by radio and television through the Lowell Institute in cooperation with six colleges and universities in the Boston area : Boston College, Boston University, Harvard, M.I.T., Northeastern and Tufts. Council programs - eight weekly series on AM and FM - reach a total of about 227,500 listeners per week, as reported by PULSE.

Following is the "WE HUMAN BEINGS" schedule over WNYC, New York, spotted for 9:00-9:30 PM on seven consecutive Sunday evenings :

"You Are Born," (Feb. 26) - a documentary on the first four years of life tracing the physical, mental, emotional and social development of the child; "You Reach Out," (March 5) - a documentary on the pre-adolescent years (5-11) showing how the family is the platform from which the child strikes out into the world, developing a healthy self-confidence and independence, with the role of church, school and playmates in helping to shape the early personality.

(MORE--)

"You : Between Two Worlds," (March 12) - a documentary on adolescence, showing the adjustment to rapid physical and emotional change, and the first taste of responsibility; "Wanted - A Job," (March 19) - a documentary on what a job means to a person, how it is something more than a paycheck and almost a way of life, bringing out some of the principles of vocational guidance; "As Others See Them," (March 26) - a drama on the physically handicapped person who must learn to live with his disability while others, who mix socially, hire or work with him, adjust to his handicap; "The Man Who Drank Too Much," (April 2) - a drama which traces the steps of a progressive disease - alcoholism; "Who Am I?" (April 9) - a unique drama on prejudice.

First three programs form a closely-knit trilogy on the developmental stages, years 1-4, 5-11, 12-18, illustrating the critical, rather than esoteric, experiences lived through in the course of childhood and youth. Purpose of the series is to give insight into some of the forces and adjustments that shape most lives.

RADIO DAILY
The National Daily Newspaper of Commercial Radio and Television
VOL. 51, NO. 37 NEW YORK, TUESDAY, MAY 23, 1950 TEN CENTS

EDUCATIONAL WEB LINKS 13 STATIONS

Stations Drop Skeds To Report Jersey Blast

On-Spot Coverage Given By Indies And 4 Webs

Stations in the New York and New Jersey areas interrupted regularly scheduled programs Friday night and throughout Saturday to give on-the-spot coverage and emergency warnings as a result of the munitions blast in South Amboy, N. J., which took many lives and wrecked

(Continued on Page 5)

Benny Breaking B. O. Records

The Jack Benny one night stand tour chalked up a record breaking $142,332 in the first six nights of the 21 night tour. Sunday night in Milwaukee, Benny broke the record at the new Milwaukee arena with a capacity $23,400 at a $4.80 top. The night before in Moline, Illinois, the group played to the largest one night business in the history of the Quad-City arena, playing to a capacity $20,300 at $4.80 top. On Friday night, Benny grossed $24,500 in St. Paul, again drawing a capacity audience. On Thursday night, the all time record for one night stand was set at the KRNT theater in Des Moines with a sensational $26,000 gross at $4.23 top for two performances. Wednesday night in Kansas City, a strong $17,000, was grossed in one performance and opening night in Wichita, a record $26,132 was chalked up in two performances, with thousands turned away.

Taped Programs Serviced From New York

Programs provided by the National Association of Educational Broadcasters are now being carried by 13 stations throughout the country and within the next few weeks, at least 15 additional stations will begin broadcasting the series, Seymour Siegal, regional director for NAEB and

(Continued on Page 8)

General Mills Buys New Package On NBC

Sale of a new five a week half-hour program titled, "Live Like a Millionaire" to General Mills for presentation on NBC starting June 5th was announced yesterday by Nelson Masterson and Reddy, pacage show producers. The new show will be heard from 2:30 to 3:00 p.m., and will feature each day parents nominated by their chil-

(Continued on Page 8)

Plans For RCA Expansion Announced Yesterday

Camden—Plans to expand RCA manufacturing facilities at Canonsburg, Pa., and Bloomington, Indiana were announced yesterday by Henry G. Baker, vice-president and

(Continued on Page 8)

ABC's Resignation From NAB Certain

ABC's resignation as a member of NAB will be announced soon, RADIO DAILY learned yesterday from a network official. The web plans to bow out of the industry organization without "any particular fanfare" and will time their resignation to serve the best interests of NAB. With the web's resignation, owned and operated stations of network will also drop out of NAB membership.

"Creesh" Hornsby, 26, Dies, Victim Of Polio

Don "Creesh" Hornsby, 26, a comedian who was recently brought to New York by NBC on the recommendation of Bob Hope, died yesterday at Grasslands Hospital, White Plains, of polio. Hornsby is survived by a wife and three children aged, respectively, 4 years, 3 years, and

(Continued on Page 4)

Downey Goes To CBS With Coca Cola Show

Morton Downey moves to CBS from NBC for Coca Cola on October 7th and will be heard in a new musical variety show on Saturday mornings from 10:30 to 11:00 a.m., it was announced yesterday. Downey's present series on NBC will expire on July 1st. During the past two years he has been heard at 11:15 p.m., three times a week over the NBC web. Prior to then he did a Coca Cola show on Mutual.

Tape Recorder Covers Ia. Council Proceedings

Davenport, Ia.—When the City Council decontrolled rents last Wednesday the whole community sat in on the proceedings via a tape-recorded, one hour and 20 minute broadcast over WOC and WOC-FM.

The Davenport stations set up

(Continued on Page 2)

Motorola Will Triple Advertising Budget

Motorola, Inc. will triple its advertising budget for 1950, Ellis L. Radden, director of advertising, sales and training has announced. The company has done little advertising on radio and TV in the past and now plans to use these media extensively. Previously, ads were placed by distributors. It is under-

(Continued on Page 2)

N. C. Association Plans Meeting For Next Week

Chapel Hill, N. C.—The North Carolina Association of Broadcasters will gather here next Monday and Tuesday for their annual meeting. Program for the holiday get-together includes a showing of the NAB movie, "Lightning That Talks"

(Continued on Page 2)

Prediction

Jack Poppele, president of TBA and vice-president of WOR, yesterday predicted that New York would have 2,000,000 television receivers in private homes by year's end. The estimated number of TV sets in the Greater New York area at the present time is 1,450,000. Poppele's prediction was made at a WOR board meeting.

City-Wide TV-Service Move By Cincy Station, Biz Group

Cincinnati—WKRC-TV yesterday proposed to the Cincinnati Electrical Association an area-wide plan which will create a protective service for television receiver owners in this region. As a result of the expose published recently in RADIO DAILY, WKRC-TV presented to CEA a plan which will establish a standards code through which servicemen of member servicing organizations will be able to receive information relating to sets and servicing. The plan also includes servicemen employment-practice measures and requires schooling periodically to keep the men abreast of latest de-

(Continued on Page 7)

Sinks Long Putt

Mark Woods, vice-chairman of the board of ABC, while playing golf on the Baltuerel Golf Club in New Jersey Sunday, boasted to his fellow players, that he was going to make a hole in one. And to his own surprise, as well as the others Woods sank his tee shot. So-o-o Mark Woods, after 30 years of golfing joins the Hole In One Club.

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FRANK BURKE : : : : : Editor
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N. C. Association Plans Meeting For Next Week

(Continued from Page 1)

and a talk by Robert Burton, BMI vice-president.

Other speakers are: Andrew G. Haley, a Washington FCC attorney; Rodney D. Chipp, director of engineering of DuMont TV network; Harry Essex, fourth district director of NAB; and W. C. Harriss, Jr. of Raleigh.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
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• JEWISH
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3 RESPONSIVE AUDIENCES
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THE NEW YORK METROPOLITAN AREA
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☆ COMING AND GOING ☆

KATHI NORRIS, "Video Shopper" on WNBT, has returned from Columbus, Ohio, where she was guest of honor at the annual convention of the International Business Women's Sorority.

H. VERNON FERSTER, commercial manager of WHVR, Mutual network outlet in Hanover, Pa., in town on business.

PAULINE FREDERICK, women's commentator on ABC, has returned from Miami, where on Friday she addressed a meeting of heart specialists on "A Woman in a Man's World." Her Friday morning program originated at WQAM, American network outlet.

JACK BENNY and his program company, now on a series of one-night stands, today will appear in St. Louis.

THEODORE C. STREIBERT, president of WOR, is in Hollywood. He'll be back in New York next Saturday.

WILLIAM McBRIDE, general manager of WDBO, Columbia network outlet in Orlando, Fla., a recent visitor at the web's offices in New York.

F. J. EVANS, president of WPLH, Mutual network affiliate in Huntington, West Va., arrived in New York last week on a short business trip.

SIG MICKELSON, director of public affairs for CBS, is back from Athens, Ga., where he spoke at the opening dinner of the Georgia Radio Institute.

GEORGE PAXTON, of Paxton Music, off to Chicago, where he will study listener reaction in that territory to the current tunes offered by his organization.

ALLEN SIMMONS, general manager of WADC, Akron, Ohio, arrived in New York late last week for conferences at the headquarters of the Columbia network, with which the station is affiliated.

CLYDE E. MUCHMORE, president of WBBZ, Ponca City, Okla., an MBS outlet, a visitor at the offices of the web.

BOB TROUT, newscaster heard on NBC, is in Dayton, Ohio, where today he'll be guest of honor at a luncheon launching the fund-raising drive of the city's Grand View Hospital.

VAUGHN MONROE broadcast his CBS program of last Saturday from the Airforce Base at Rapid City, S. D.

WILLIAM A. TAYLOR, radio editor of the Musical Courier, is aboard the Ile de France bound for a three-month tour of European centers of music and art.

NAT V. DONATO, sales manager of C. P. MacGregor Transcriptions, has arrived in Los Angeles by plane to confer on plans for new radio and television shows.

HUBBELL ROBINSON, JR., Columbia network vice-president and director of programs, back in town Wednesday from a short trip to the West Coast.

SPENCER MITCHEL, general manager of WDAE, outlet of CBS in Tampa, Fla., has joined the executive contingent currently in New York on business.

JOHN DERR, associate director of sports for CBS, has returned from Baltimore, where on Saturday he helped broadcast the running of the Preakness.

Tape Recorder Covers Ia. Council Proceedings

(Continued from Page 1)

six microphones and picked up all speeches from the floor, from the council members, and the final dramatic vote by the elected representatives of Davenport's citizens. Rents were voted out 6 to 2, with the matter going next to Iowa's governor, William Beardsley, for a final decision.

The council meeting ended at 9:50 p.m.; the playback on WOC and WOC-FM began at 11:00 p.m. News Director Bob Redeen commented between reels. The station remained on the air twenty minutes past its regular signoff.

Next morning at 11:30 the station presented a quarter-hour, edited version of the previous night's broadcast.

FINANCIAL

(May 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12½	12	12	— ⅜
Admiral Corp.	33¼	32⅜	32⅜	— ⅛
Am. Tel. & Tel.	161¾	161¼	161⅜	— ⅛
CBS A	35½	35⅛	35¼	— ⅜
CBS B	35¼	35	35	— ¼
Philco	46¾	45¼	45¾	— 1
RCA Common	20⅜	20	20	— ¼
RCA 1st pfd.	76⅜	76¼	76¾	— ⅛
Stewart-Warner	18¼	17⅝	17⅝	— ⅛
Westinghouse	35¼	34⅞	34⅞	— ⅛
Zenith Radio	58½	57	57	— ⅞

NEW YORK CURB EXCHANGE

Hazeltine Corp.	20¼	20⅛	20⅛	— ⅛
Nat. Union Radio	4¾	4½	4⅝	.....

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	23⅜	24⅝
Stromberg-Carlson	15¾	17¼

Motorola Will Triple Advertising Budget

(Continued from Page 1)

stood that network programs are being planned for the Fall.

Radden reports that national and local advertising expenditures will total 15 million dollars this year. Ruthrauff and Ryan, Inc. has been named to handle the radio and television advertising while Gourfain-Cobb has been appointed to handle magazine advertising. Warwick and Legler, Inc. will conduct the newspaper campaigns.

Heads West Coast Office

Hollywood—Evelyn Lifschultz has been set by the Ward Wheelock Company to act as their Hollywood office manager and coordinator beginning June 5, it was announced by Diana Bourbon, head of the radio department of Ward Wheelock. Miss Lifschultz has been with CBS the past four years in Hollywood.

Stork News

Chicago—The former Mildred Torell, chief of music clearance in the WBBM music library for several years, is the mother of a daughter born May 13. She is now Mrs. Irving Anderson.

He means business!

There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business!

W-I-T-H means business, too. A different kind of business. Economical, profitable business for advertisers who are looking for low-cost results.

Year after year, W-I-T-H proves to its advertisers that it's the big bargain buy in Baltimore's rich market. Here's why: W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. W-I-T-H gives you *more* listeners for *less* money than any other station in town.

That's why you can do so *much* with so *little* on W-I-T-H. So don't monkey around. Remember that W-I-T-H *means* profitable business. Get the whole story from your Headley-Reed man.

WITH
BALTIMORE, MARYLAND
Tom Tinsley, *President* • *Represented by* Headley-Reed

Advertising Agency News And Notes From Here And There

HARRY C. SCHAACK has been named national syndicate sales manager of The Pepsodent Division of Lever Brothers Company. He will be succeeded as sales manager at St. Louis by Floyd C. Bradley, sales supervisor there.

WHITNEY HARTSHORNE has been named general media director of Erwin-Wasey's Los Angeles office. Also, Jack Schluter has been appointed radio and TV time buyer and James Rogers has been appointed manager of the service detail department with Danny Dugan as assistant manager.

SYDNEY GAYNOR and ROBERT H. FORWARD have formed a new corporation, Gaynor and Forward, In Los Angeles. They will act as sales and advertising consultants. Gaynor was formerly general sales manager of the Don Lee network while Forward, was previously program director of KTTV, CBS television station.

TOWER PHOTO SHOP of New York to Flint Advertising Associates. Television, newspapers and magazines will be used. Account executive is Walter Haiman.

JUDAH KATZ, media director of Hirshon-Garfield, Inc., has been appointed supervisor of time buying for radio and television. Robert F. Lewine has joined the agency as radio and television director. He was formerly vice-president of Cine-Television studios.

JEAN NELSON has joined the copy staff of Lynn Baker, Inc. She was formerly with Gimbel's.

THE ASSOCIATION OF ADVERTISING MEN will honor members of Alpha Delta Sigma, honorary advertising fraternity, during a special program from June 12 to 16. The project, titled "Inside Advertising," is designed to acquaint graduates with the practical side of the business. A dinner will conclude the session. Speakers for the occasion include: Don Francisco of J. Walter Thompson Company; B. R. Canfield, national president of the fraternity; Elon Borton, head of the Advertising Federation of America, and Jack Tarcher, founder of the AAM.

LENTHERIC, INC. has appointed Blaker Advertising Agency, Inc.

RENAULT SELLING BRANCH, INC. to Carl Reimers Company, Inc. for Renault autos in the United States. Spot radio, newspapers and magazines will be used.

KOLYNOS TOOTH PASTE and KOLYNOS TOOTH POWDER to The Biow Company, effective June 1.

THOMAS C. FLYNN, has joined David O. Alber Associates, Inc., as account executive. Flynn, formerly associate editor of Sports Life and Sports Stars magazines, has also been a member of the publicity department of WOR and CBS.

CULCARE COMPANY for "Creme-Curl" shampoo to Sanford & Price, Inc.

MISS SALLY KEST has joined Flint Advertising Associates in the classified advertising department. She was formerly with Friend Advertising.

DUANE JONES will become chairman of the board of Duane Jones Company, Inc. on June 1. Named to succeed Jones as president of the agency is Robert Hayes, a vice-president and director.

THE GARDNER ADVERTISING COMPANY has resigned the Guardian Life Insurance Company of America account.

JOHN M. HANDLEY has joined Needham and Grohmann, Inc. as vice-president and account executive. He was formerly copy director of Monroe F. Dreher, Inc.

MARY DUNLAVEY has been named radio and television time buyer for the Harry B. Cohen Advertising Company. John Donaldson, Jr. has resigned as the agency's time buyer.

ALDEN SHUMAN will open a new agency at 545 Fifth Avenue on June 1.

EDGAR GOTH has been appointed director of advertising and publicity for Fabian Theaters.

BONOIL PACKING CORPORATION of Brooklyn to Peter Hilton, Inc.

Music for the *Good Old Summer Time!*

It's happy time for Summer-Smart Stations.
Eager Radio Audiences are waiting for:

dynamic Rhythms of the Outdoors —
Moonlight Melodies — snappy Square Dances —
nostalgic Tunes of Yesteryear —
exciting Rhumbas, Sambas, Tangos —
smooth Foxtrots —
merry Waltzes — peppy Polkas.

Music that Steps Up Summer Sales!
all contained in
The Sponsor-Selling SESAC Transcribed Library.

3700 sparkling selections

American Folk — Band — Concert — Hawaiian — Novelties — Religious — Spanish and South American renditions — Categories to build more profitable programs —
ALL FOR AS LITTLE AS $40 A MONTH! (Based on your advertising rate card)

SESAC INC., 475 Fifth Ave., New York 17, N. Y.

CHICAGO

IRV WAGNER, daddy of the singing commercial, is off to Hollywood for a couple of weeks on business. . . . "Howdee" Meyers, newly elected program chairman of the Chicago TV Council, looked a rich Bermuda brown on election day last Wednesday.

ABC's "Music With the Girls," moves into Chicago for a month—lock, stock, and beauties. Yesterday the show featured a medley from "Annie Get Your Gun."

Bradley R. Eidmann, formerly commercial manager of WAAF, has joined the WGN sales staff. He was an eleven year veteran on the indie station.

Golf instruction via television is being offered on a new program called "Pars, Birdies and Eagles," over WENR-TV Tuesday from 10:45 to 11:15 p.m. Johnny Revolta and Jimmy Hines will instruct the unseen duffers, with Herbie Vogel as emcee. Andrews Golf Courses, Inc., thru Herbert S. Laufman, will pay the freight.

"Creesh" Hornsby, 26, Dies, Victim Of Polio

(Continued from Page 1)

7 months. Originally a Texan, Hornsby served with Marine Corps during the war following which he played a series of night club appearances. He was discovered by Hope recently in Hollywood, and the radio star recommended him to NBC who brought him into New York for a series of auditions.

Following his initial audition, Hornsby was signed by NBC to an exclusive five-year contract and was groomed to become the star of Anchor-Hocking's five-night-a-week, $4,000,000 television program. NBC will make a settlement with Hornsby's survivors on the contract which he held with the broadcasting company.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
NEW MARKET STUDY NOW READY
Gives facts and figures, shows why WDRC is best buy in Hartford by any yardstick! Write for your copy to Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.
CBS

By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK: Time and Life, which not too long ago couldn't see television, now reported in the market for a program. . . . Jeanette MacDonald and Gene Raymond building a filmed video series budgeted at close to 20 G's per. . . . Bill Bertolotti hears that Sinatra got a postcard reading: "Ava wonderful time." . . . Fred Coe, whose second baby is due in Aug., has promised Philco execs that if it's a boy he'll name it Phil Coe—and if it's a girl, she'll be called Phyllis Coe. . . . Eileen Barton's royalties from her hit disc, "Baked a Cake," have topped the $75,000 mark. . . . 5 disc jocks in town now have press agents and the scramble for space is a hassle. . . . McCarthy's steakery dickering for an afternoon disc jockey show. . . . Chalk up Chico Marx's visit with Perry Como Sunday as top-draw stuff. . . . Jack Gilford's definition of class distinction: "If I say I'm going to get loaded," he explains, "it means I'm going to a bar. When Al Jolson sez it, he means he's going to the bank."**

☆ ☆ ☆ ☆

● ● ● "Sammelweis," the true story of one of the greatest men in medical history, will be dramatized on the Philco TV Playhouse this week with Everett Sloane in the title role. This will mark Sloane's 2nd starring role on the Philco series—his portrait of "Van Gogh" early in March having won him a Michael (Oscar) as "the outstanding dramatic actor of the year." . . . H'wood actor, Geo. Reeves, in town. He's just been added to the cast of "Backstage Wife." . . . Over 800 stations responded to appeal by United Cerebral Palsy Campaign to use transcriptions for the cause. . . . Robert Merrill tried to call a friend in Chinatown. "Hello," he said, "is Mr. Chang there?" "Sorry," was the reply, "Wong number." (joke over).

☆ ☆ ☆ ☆

● ● ● **An amateur joke-writer, Radio Row is informed, sent Ed Wynn some jokes for his CBS-TV show. "I don't want any pay for these," he wrote, "they're a compliment." Wynn returned the jokes with the note: "Please permit me to return the compliments." . . . Motion Picture Stages, Inc., and Jack Trop to produce a TV series tagged "Starlight Theater." . . . Bob Monroe to lecture in England this summer. . . . Shirley Thomas, of Commodore Prod., due in from the coast this week. (She was recently awarded the single honorable mention in radio division of Frances Holmes award on her production of the Clyde Beatty show). . . . Denise Darcel went on "This Is Showbiz" Sunday nite to discuss her 'problem' of why American Women don't like her. Lorraine Day, on the panel, cracked: "If you want to make American women happy, just go back to Paris." Incidentally, we loved the way Denise kept calling Clifton Fadiman: Mr. Fattyman.**

☆ ☆ ☆ ☆

● ● ● CBS building a new stanza, "Mr. Aladdin." . . . Vivian Kennedy, "County Fair's glamorous production assistant, middle-aisles with Walter Wright, ad exec., on June 4th. . . . Roosevelt Raceway turning a deaf ear to B'way press agents who've been hounding them with requests to name races after their famous clients. . . . Marlene Dietrich's daughter being set for TV debut on a coming Ken Murray stanza. . . . Main St. Seen-ery: 29-year-old Robert Q. Lewis, who narrated the showbiz chapter of "The Golden Twenties," listening to Gloria Swanson's first hand report of that exciting era. . . . Hal Block is easily TV's greatest booster. "Where else can you see so much for so little without peeking over a transom?" he sez.

MEXICO

COLGATE PALMOLIVE PEET, S. A. de Mexico celebrated its twenty-fifth anniversary of activities in Mexico and the opening of its large new plant, this month. Executives of Colgate Palmolive Peet in the United States, Cuba, Canada and France, were visitors in Mexico to attend this celebration. Edward H. Little, president of the company in Jersey City, N. J., accompanied by George H. Lesch, local general manager, attended visitors to the new plant which was blessed by Archbishop of Mexico, Dr. Luis Maria Martinez. A one-hour broadcast originated from the factory gardens through XEW, XEQ and the network of Radio Programas de Mexico. Colgate Palmolive Peet, S. A. de Mexico has been an active radio sponsor since this advertising vehicle started in this country.

XERX, Salamanca, Gto. and XECQ, Culiacan, Sin. entered as new affiliates of Radio Programas de Mexico. . . . XEOM Radio Coatzacoalcos, Ver. opened on Sunday the 21st. . . . this station operated by senor Daniel Schacht Perez, belongs to the R.P.M. network and talent from Mexico City's XEW featuring Beatriz Eugenia, Luis Lozano, Roberto G. Trevino "Tacos" and others will act as special attraction.

'Christian' At 600 Mark Airs Prize Script Wed.

Tomorrow's broadcast of the Dr. Christian program on CBS will be memorable on two counts. It will mark the 600th airing of the show and also will be the occasion upon which will be dramatized "The Language of Truth," $2,000-prize-winning script of the 9th Annual Dr. Christian Contest. Winner is Mrs. Theodosia La Barbera of Miami. The program is heard on the web from 8:30-9 p.m., EDT.

FOR SALE
Crated New Studio Equipment
4—MI 4027 D Microphones
2—MI 4048 D Microphones RCA 88A
2—MI 11801 Turn Tables
1— 48-507 Model 46 Auto Dryaire Device
1—RCA 86 A1 Limiting Amplifier with Tubes
6—MI 4092 C Stands
1—WE 25 B Complete Console
1— Ground Screen
1— Tube Checker—7 Test Meter
1—G.R. Oscillator
1—G.R. Distortion Meter
Will consider reasonable offer for all or part. Write
A. C. KATIMS
1627 K Street, N.W.
Washington 6, D. C.
or phone Republic 4916

Radio Stations Drop Skeds To Report Munitions Blast

(Continued from Page 1)

the seacoast town. Local station coverage, augmented by network pickups continued throughout the weekend, with staffs working on round-the-clock schedules in several instances.

Occurring at 7:25 P.M. Friday, the explosion jarred homes and store buildings in nearby New Brunswick where personnel of station WCTC went into emergency operation tracing the explosion, warning citizens to keep the highways and telephone lines clear and to be prepared for future blasts.

Coverage by ABC had an unexpected aid when W. Leigh Smith, Jr., director of news at WSLS, Roanoke, Va., who was visiting his mother in South Amboy, turned in prompt on-the-spot descriptions to the ABC newsroom in New York. By a special telephone hookup, ABC recorded Smith's interviews with eye-witnesses and City Councilman William O'Leary; the interviews were aired later at 11:00 P.M.. From the ringside at Madison Square Garden, Bill Corum interrupted his fight commentaries during the evening for brief descriptions of the disaster. Tape-recorded interviews between newscaster Julian Anthony and residents of the stricken town were aired at 11:40 P.M., Friday, and throughout the Saturday AM news programs.

NBC Shorthanded

Caught shorthanded, NBC's newsroom had unexpected aid from newscaster Sid Pietzsch of WFAA, Dallas, Texas, who happened to be in New York to receive the Sigma Delta Chi Award for on-the-spot news coverage for last year. In addition, Lockwood Doty and engineers in a mobile unit were dispatched by WNBC to cover the scene throughout the night. Interviews by eye-witnesses were recorded via telephone in the N. Y. newsroom and aired at 11:15 over the network, at 12:00 midnight locally, and at intervals following. An interview with former Governor Hoffman, whose home was damaged, was aired Saturday at 7:30 A.M.

For CBS, Ed Scott dispatched news bulletins throughout Friday evening and aired interviews and descriptions during early morning newscasts Saturday. George Herman covered the scene for a quarter-hour remote broadcast Sat. at 3:00 P.M. when CBS' plastic mobile unit was put into use to compensate for overload phone wires.

Interviews with the chief of police, with a woman rescue worker, and with the fire chief of nearby Keyport, N. J., were aired on WOR, N. Y., by special events reporter John Wingate. Later, Wingate also interviewed a Franciscan Father who had administered last rites to blast victims. Mutual network aired Wingate's interviews during hourly newscasts beginning at 7:00 A.M., Saturday.

Block Makes Fast Run

First on the scene for N. Y. indies, WNEW's Martin Block, having heard the early announcement in his home in Englewood, N. J., had a police escort for the trip to South Amboy where he interviewed police, firemen, and eye-witnesses from a damaged radio store located in the heart of the blast-riddled town. At midnight, Block interviewed Mayor John D. Leonard from City Hall, and at intervals between the two broadcasts the station facilities were were pressed into service by South Amboy Health, Police and Army authorities.

Interrupting their Chicago broadcast of the game between the White Sox and Yankees, WINS aired special announcements until Dan Pearson filled in with on-the-spot coverage later. Interviews with National Guard, firemen, rescue workers, and citizens were aired Saturday AM. Similar interviews were tape recorded by WTTM, Trenton, with Wes Hopkins handling the mike, and by WNJR, Newark, who also derived the benefit of news coverage by 17 reporters of the Newark News which owns the station.

Jersey Indies Busy

Special announcements taken off the wire services and phoned to the stations by news personnel were broadcast by: WEVD, WMCA, WMGM, WWRL, WQXB, and WVNJ, Newark, WPAT, Paterson, scored a near miss when newscasters used a special mobile unit of Bell Telephone Co. to attempt a broadcast 200 yards from a burning barge. The broadcast was lost in technical difficulties, but eye-witness accounts filled in later.

Military Salute

The 12th anniversary of the "People's Platform" program was marked by the appearance of Frank Stanton and a number of military leaders on the 600th broadcast over CBS Sunday. Others appearing with Stanton were: Secretary of Defense Louis A. Johnson, General J. Lawton Collins, Lt. Gen. Idwal H. Edwards, Admiral L. D. McCormick and General Clifton Gates. Stanton, in a brief talk, hailed the power of free discussion and free opinion.

Stork News

A five-pound, eight-oz. daughter, their first child, born to Mr. and Mrs. George Keck at Harkness Pavilion, May 13. Father is WCBS engineer; mother formerly a CBS-TV staffer.

KIEM Reports — 17.6* RATING produced by "THE CISCO KID" FOR MASTER BREAD!

*(CONLON, APRIL, 1949)

"Since 1946, Cisco Kid has proved to be one of America's greatest salesmen" . . . says Dick Koenig, Manager of Master Bakers.

"Cisco" is amazingly successful at sparking sales crews—enthusing dealers—building great kid (and adult) audiences—zooming sales—boosting profits! Write, wire or phone for proof of "Cisco Kid's" sensational business-building performance!

SENSATIONAL PROMOTION CAMPAIGN

. . From buttons to guns —is breaking traffic records!

LOW PRICED!

½-Hour Western Adventure Program . . . Avoilable: 1-2-3 times per week. Transcribed for locol ond regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

SOUTHWEST

NEW promotion manager of Radio Station KXYZ is Jack Saunders, according to announcement by Fred Nahas, executive vice-president and general manager of the Houston ABC affiliate. Saunders has had wide experience in advertising agency work, public relations and promotion. He was associated with Tracy-Locke and Ray K. Glenn advertising agencies in Dallas, and he received early training in radio at WRR in that city. At one time Saunders directed public relations for the Southern region of American Airlines. Most recently, he was assistant national advertising manager of The Citizen newspapers.

KXYZ now is using its new transmitter, installed May 1. Gerald B. Chinski, technical supervisor of the station, who was in charge of the engineering change-over, installed KXYZ's equipment when it moved to its present studios in 1935.

United Nations Day program presented by Radio House, University of Texas, over KFJZ and the Texas State Network last October 24 was announced at Ohio State University May 3 as "one of America's most distinguished educational broadcasts in furthering international understanding." Citations specifically honored KFJZ, Texas State Network, Radio House and Texas League of Women's Voters, it was announced by Thomas D. Rishworth, Director, University of Texas Radio House, Austin.

Wolff & Marx Company, local department store, has picked up the tab of "Winters' Wonderland" at 8:45 P.M. each Monday as a summer replacement for their regular "Fashions in Your Living Room" on WOAL-TV, San Antonio. "Winters' Wonderland" will feature the talents of piano soloist Melvin Winters, who will spark the quarter hour of novelty entertainment as a performer, announcer and emcee. Winters is WOAI-TV's musical director and has toured with Henry Busse, Lou Breeze, Jan Savitt and Anson Weeks. He will use a different guest artist each week and plans to present various personalities in show business who are currently visiting S. A.. One of his first guests was Gene Austin, whose name is synonymous with "My Blue Heaven." "Fashions in Your Living Room" will resume its regular schedule the latter part of August.

Caddy Caller

A call for 20 golf caddies, aired over WFPG in Atlantic City recently as a 10-second public service announcement, brought peace once again to desperate golfers of New Jersey within 20 minutes time. Broadcast as a service to the N. J. State Employment Service, the plea for caddies gave a new twist to the power of peacetime radio.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of May 12-18, 1950

TITLE	PUBLISHER
Are You Lonesome Tonight	Bourne
Ask Me No Questions	Witmark
Baby Won't You Say You Love Me	Feist
Bewitched	Chappell
Candy And Cake	Oxford
C'est Si Bon	Leeds
Chattanooga Shoe Shine Boy	Acuff & Rose
Daddy's Little Girl	Beacon
Dearie	Laurel
Don'cha Go 'Way Mad	Advanced
Down The Lane	Broadcast Music
Enjoy Yourself	E. H. Morris
Home Cookin'	Famous
Hoop-Dee-Doo	E. H. Morris
I Don't Care If The Sun Don't Shine	Famous
If I Had You On A Desert Island	D. Dreyer
If I Knew You Were Coming	Robert
I'm Gonna Paper All My Walls With Your Love Letters	Goday
It Isn't Fair	Words & Music
My Foolish Heart	Santly-Joy
Old Piano Roll Blues	Leeds
On The Outgoing Tide	Shapiro-Bernstein
Rain	Miller
Roses	Hill & Range
Sentimental Me	Knickerbocker
Stay With The Happy People	E. H. Morris
Sunshine Cake	Burke-Van Heusen Assoc.
They Say It's Wonderful	Berlin
Third Man Theme	Chappell
Wilhelmina	Feist

Second Group

TITLE	PUBLISHER
Buffalo Billy	Laurel
But Me I Love You	Campbell
Count Every Star	Paxton
Cross Your Heart	Harms
Dream Peddler's Serenade	Capitol
Have I Told You Lately That I Love You	Duchess
I Hadn't Anyone Till You	ABC
I Wanna Be Loved	Supreme
If You Were Only Mine	Robbins
In Santiago By The Sea	Life Music
In The Valley Of Golden Dreams	Beacon
La Vie En Rose	Harms
Music Music Music	Cromwell
On An Ordinary Morning	Remick
Rag Mop	Hill & Range
So This Is Love	Walt Disney
Spaghetti Rag	Shapiro-Bernstein
Sweetest Words I Know	Life Music
There's An X In The Middle Of Texas	Simon House
Where Are You Gonna Be When The Moon Shines	Lombardo
Where In The World	Oxford

Copyright 1950, Office of Research, Inc.

BEHIND THE MIKE

DR. DAVID S. ANDRON planning to build a special television studio at his fabulous Loon Lake Hotel in the Adirondacks, 1,800 feet above sea level. Which oughta make it one of the highest, if not the highest, TV studio in the country.

Dancer - singer - choreographer Tommy Morton currently getting huzzahs from the Chicago press for his terrific dancing in the miniature musical, "The Roarin' 20's" at the Blackhawk. Since the film, he's been getting more TV offers than he can handle.

Bill Slater's expert handling of the emcee chores on "County Fair" further testimony to his all-round mike ability.

Trade still talking about the swell promotion film presented to hucksters by station WTAG, Worcester, during showings at the Waldorf.

TV cameramen on "People's Platform" blossomed out with miniature cameras and photographed Mrs. FDR when they could grab a chance during her debate with Sen. Brewster the other p.m.

Article by Tony Charmoli, choreographer for "Stop the Music" TV, appearing in Televiser, a Bible for video dance directors.

Herb Jeffries off for Paris engagements.

Juanita Hall set for a guest shot on Roberta Quinlan's TV'er.

Hollywood's New

COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.
- Rates from $6.00 up. Single Kitchenette Apartments Available by Week or Month.

COUNTRY CLUB HOTEL

445 North Rossmore Avenue (Vine St.)
Hollywood 4, Calif.
Telephone: HOllywood 9-2701

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, May 23, 1950 — TELEVISION DAILY is fully protected by register and copyright

CINCY UNITS TO SCAN TV-SERVICE

TELE TOPICS

CREESH HORNSBY died yesterday morning. And, as the word of his death passed with hastening speed around the television circuit in New York, there were none who heard it but bethought themselves of fame and fortune and what fleeting things these are—and how unimportant in the face of death. Show business has a paradoxical reputation for being hard—and soft. And in New York yesterday it was soft, even though Hornsby was virtually unknown here. His advances were promising enough that NBC, after a quick appraisal, signed him to a five-year contract and he looked to be just about set to headline the Anchor-Hocking across-the-board video program. Not many people had had time to meet him—he was only here three weeks when hit by polio—but his talents were reportedly great. Discovered by Bob Hope, signed by NBC, with a sponsor practically in his pocket, Hornsby was to get the big build-up, was slated to become a star in an entertainment medium that may finally surpass all others. But he died; at 26, survived by a wife and three young children.

●

"THE SHOW GOES ON," CBS radio and tele series, has American Safety Razor picking up the tab as of Sept. 28 for the 8:00-8:30 p.m. portion of the 8-9 Thursday TV series starring Robert Q. Lewis. Columbia Records continues to carry other half. . . . Arnold Stang, sidekick for Milton Berle and Henry Morgan, appears with Bob Hope on his 90-minute Decoration Day TV show on WNBT May 27. . . . "Martin Kane, Private Eye," renewed for another 52 weeks at NBC, effective August 31. . . . Telegram from Mayor O'Dwyer to CBS prexy Frank Stanton cites New York as "logical TV Capital of U. S." . . . Ten 13-week films for TV now being offered by Encyclopedia Britannica Films; subjects cover sports, arts, crafts, travel, and kiddy shows. . . . CBS-TV's musical fantasy "Mr. I. Magination" getting bankrolled by Lamont Corliss Co., for Nestle's Chocolate, effective Sept. 24, after having been sustaining since April '49.

●

WILLIAM BALDERSON, president of the Philco Corporation, was honored by the Boston Jubilee with a citation honoring him as an outstanding business leader. . . . Highlight of the Boy Scout Camporee on Saturday, May 27, will be Sheriff Bob Dixon, star of WCBS-TV's "The Chuck Wagon" (5:00 p.m., every day except Saturday). He will ride to the Alpine Scout Camp at Alpine, N. J., to entertain Boy Scouts who will be camping over the week-end. . . . The American Television Society and the Sales Executives Club of New York today will hold a joint luncheon panel session on television in the Grand Ballroom, Hotel Roosevelt.

SONGS WITH THE LARGEST TV AUDIENCES
Survey Week Of May 12-18, 1950
THE TOP 5 SONGS OF THE WEEK

Bewitched	Chappell
Hoop-Dee-Doo	E. H. Morris
If I Knew You Were Coming	Robert
I'll Kiwl You A Miwlyun Times	Bregman-Vocco-Conn
It Isn't Fair	Words & Music

THE 5 FAVORITE STANDARDS OF THE WEEK

Darktown Strutters Ball	Feist
Lullabye Of Broadway	Witmark
Sidewalks Of New York	Pioneer
Three O'Clock In The Morning	Feist
Younger Than Springtime	Chappell

Copyright 1950, Office of Research, Inc.

Big Ten's Ban On TV Criticized By Cramer

Detroit—The action of the Western Conference in banning TV transmission of member college football games was scored here this afternoon by Leonard F. Cramer, executive vee-pee of the DuMont Laboratories. Cramer told a group of Detroit tele dealers that there was nothing wrong with sports attendance that better ball clubs and better games cannot cure.

TV is not the only factor to be considered when measuring sports attendance fluctuations, he said, and, quoting from the U. of Pennsylvania Jordan survey, pointed out that the major factors to be considered included shorter hours and higher incomes, management, performance and team publicity.

Hitting directly at the Western Conference decision to prohibit the telecast of Conference football games, Cramer said: "Last year with more telecasts than in any other section of the nation, a higher percentage of the schools increased attendance than in any other area of the country. Small colleges (with less than 10,000 attendance per game) had an even better record than any other section. 58 per cent of small colleges in TV areas increased attendance while only 44 per cent of the small colleges in non-TV areas showed attendance increases," he said.

Redlin To Produce Series Based On 'Uncle Remus'

Marking the first time live animation has been used for the screen, "Uncle Remus' Little-Folk Tales," a 15-minute daily video film series for children, has been scheduled for filming and distribution by Jerry Fairbanks Productions, the firm announced yesterday.

To be produced by Redlin Productions, the new series is scheduled for fall release and will feature original and public domain Uncle Remus stories.

Making possible complete animation of animal faces, new type rubber masks have been developed for the series and special costumes created.

Press-Time Paragraphs

Selph Named KPIX Vee-Pee

San Francisco—Colin M. Selph has been named sales vee-pee for Station KPIX, here, it was announced yesterday by Wesley I. Dumm, president of Associated Broadcasters, Inc. Dumm and Selph were formerly partners in the Muzart Corporation, the Northern California Muzak franchise operation. Selph has been active for the past fifteen years in the advertising and publication fields.

WLW-C To Feed Programs Now

Columbus, Ohio—A new service of WLW-Television, that of locally originated programs being fed by WLW-C, Columbus video outlet of the Crosley Broadcasting Corporation's three-station chain, to WLW-D, its sister station in Dayton, for telecast in that area, was inaugurated May 15. Until now, WLW-C has been the terminal point of the company's network, receiving programs originating in Cincinnati and in Dayton through Crosley's own microwave relay station in Mechanicsburg, one of the few of this type in the nation.

Station, Biz Ass'n Will Cite Good Repairmen

(Continued from Page 1)

velopments in television receivers. Points covered in the initial proposal include:

(1) Standards code and employment qualifications.

(2) Periodic classes for all servicemen to acquaint them with the newest developments in television receivers being distributed in the Cincinnati area.

(3) Merit awards to be issued by ...

being carried by 13 stations throughout the country and within the next few weeks, at least 15 additional stations will begin broadcasting the series, Seymour Siegal, regional director for NAEB and

(Continued on Page 8)

Motorola Will Triple Advertising Budget

Motorola, Inc. will triple its advertising budget for 1950, Ellis L. Radden, director of advertising, sales and training has announced. The company has done little advertising on radio and TV in the past and now plans to use these media extensively. Previously, ads were placed by distributors. It is under-

(Continued on Page 2)

N. C. Association Plans Meeting For Next Week

Chapel Hill, N. C.—The North Carolina Association of Broadcasters will gather here next Monday and Tuesday for their annual meeting. Program for the holiday get-together includes a showing of the NAB movie, "Lightning That Talks"

(Continued on Page 2)

Sinks Long Putt

Mark Woods, vice-chairman of the board of ABC, while playing golf on the Baltuerel Golf Club in New Jersey Sunday, boasted to his fellow players, that he was going to make a hole in one. And to his own surprise, as well as the others Woods sank his tee shot. So-o-o Mark Woods, after 30 years of golfing joins the Hole In One Club.

Educational Web Links 13 Stations

(Continued from Page 1)

director of WNYC, reported yesterday. The series, which was begun in the latter part of February, is being financed through funds provided by Cooper Union. Shows are transcribed on tape at various places with the distribution being handled through WNYC in New York.

First series was made in Boston in cooperation with the Lowell Institute Cooperative Broadcasting Council. "We Human Beings" was the title of the first group while the second was on "A Long Life." The latter included talks on cancer, arthritis, accidents, alcholism and other diseases.

The third series on "Great Themes in the Great Hall" was recorded at Cooper Union, now marking its 90th anniversary. Speakers include Ralph Bunche of the UN, Walter White of the National Association for the Advancement of Colored People and Carlos P. Romulo of the UN.

State Network last October 24 was announced at Ohio State University May 3 as "one of America's most distinguished educational broadcasts in furthering international understanding." Citations specifically honored KFJZ, Texas State Network, Radio House and Texas League of Women's Voters, it was announced by Thomas D. Rishworth, Director, University of Texas Radio House, Austin.

Wolff & Marx Company, local department store, has picked up the tab of "Winters' Wonderland" at 8:45 P.M. each Monday as a summer replacement for their regular "Fashions in Your Living Room" on WOAL-TV, San Antonio. "Winters' Wonderland" will feature the talents of piano soloist Melvin Winters, who will spark the quarter hour of novelty entertainment as a performer, announcer and emcee. Winters is WOAI-TV's musical director and has toured with Henry Busse, Lou Breeze, Jan Savitt and Anson Weeks. He will use a different guest artist each week and plans to present various personalities in show business who are currently visiting S. A.. One of his first guests was Gene Austin, whose name is synonymous with "My Blue Heaven." "Fashions in Your Living Room" will resume its regular schedule the latter part of August.

Caddy Caller

A call for 20 golf caddies, aired over WFPG in Atlantic City recently as a 10-second public service announcement, brought peace once again to desperate golfers of New Jersey within 20 minutes time. Broadcast as a service to the N. J. State Employment Service, the plea for caddies gave a new twist to the power of peacetime radio.

COAST-TO-COAST

Home Games On WKNY

Kingston, N. Y.—WKNY has contracted with the Beverwyck Breweries to air all the home games of the Class B Colonial League Ball. Dick McCarthy, WKNY sports director and announcer, will handle the broadcasts, assisted by the station's special events men and staff announcers, Ed Eckert and Ernie Ward. The Beverwyck contract was placed this spring through McCann-Erickson in New York.

WTUX Forms Tots Club

Wilmington, Del.—Roy Ambrose, WTUX announcer and better known as "Uncle Roy," airs a "Tiny Tot" show each day from 11:30 to 12:00. Recently, the Tiny Tot Club was organized, each member receiving a card to attend the Tiny Tot party on Saturday morning May 13th. The program format consisted of an amateur show and a contest to name the characters in the Tiny Tot library.

Kurt Meyer In WSTC Series

Stamford, Conn. — Kurt Meyer, internationally famous pianist, who survived the war years in concentration camps by playing the piano for his Nazi guards, is being heard in a Monday night piano series over WSTC and WSTC-FM. It began May 22, at 6:45. Meyer came to the United States after his rescue by American troops in 1945, and was acclaimed by critics after two Town Hall concerts. He appeared on a network piano series, on several television programs and supplied the musical background for a radio dramatization of his experiences which starred Paul Muni. Meyer joins Erwin Straus, son of operetta composer Oscar Straus, in the WSTC and WSTC-FM "Dinner by Candlelight" artists series.

WSPB Students Day

Sarasota, Fla.—In co-operation with the first High School Students Day here on May 15th when students of the high school took over the running of the city and county offices, WSPB, CBS affiliate, turned the entire operation of the station over to the student body. All disc shows, commercial announcements, bookkeeping, copywriting and general management, were performed by students assigned to the station. Climax of the day took place when the civic leaders, along with the students, who took their places for the day, appeared in a half-hour program over WSPB, at which time the students returned the keys to the various offices which they held.

WVSH, Huntington, Indiana; WFUV, New York; WAER, Syracuse; WZBK, De Kalb, Iowa; WBKY, Lexington, Ky.; WMUB, Miami, Ohio; WUOT, Knoxville, Tenn.; WEPS, Elgin, Ill.; KCVN, Stockton, Calif.; WKAR, East Lansing, Michigan; and WIUC, Urbana, Illinois.

Special KVOE Program

Santa Ana, Calif.—On May 19th, KVOE presented a transcribed public service program commemorating the opening of the new building of the branch of the Bank of America. KVOE announcer Art Sipherd, Jr., conducted a 15-minute interview with the leading personnel of the bank, having each one explain the new expanded features of his particular department. Members of the public, visiting the opening of this new building were also interviewed, being asked to give their opinions of this new Bank of America building. The program was recorded via KVOE's mobile unit at 4:45 Friday afternoon and then played back over the air at 7:00 p.m. Friday night, May 19th.

WPFB Sat. Morning Sked

Middletown, O. — According to George Lummis, program director, WPFB Saturday programming has now been revised to favor the "school's out" listeners. Two and one-half hours, from 9:30 until 12:00 noon are devoted to young people, beginning with District Schoolhouse and Boy Land at 10:30 and the new at 9:30; Bicycle Court at 10:00; Girl teen-age participant show at 11:00 Club French Bauer.

Request Feature On WERE

Cleveland, O.—WERE has turned its night show, which is aired Monday through Saturday 11:00 to 1:00 a.m., into a free-for-all request show Now called "By Request," the program invites listeners to telephone in their requests during the show. Calls are taken by Gil Gibbons, the announcer, and requests are answered on the spot for records, piano music by Grant Wilson, and songs by winners of WERE's amateur show "Audition Ambition," who appear on the night program each week. The first night of this new feature, approximately 250 requests were taken and many more could not be answered because of the switchboard tie-up.

General Mills Buys New Package On NBC

(Continued from Page 1)

dren for the "live like a millionaire" roles.

The program will originate in Hollywood and sale of the production was heralded in NBC circles as evidence of a major advertiser's continued interest in summer time radio. Likewise it indicates that Nelson, Masterson and Reddy who has been expanding as producers in the radio and TV field still have a lively interest in network radio packages.

Plans For RCA Expansion Announced Yesterday

(Continued from Page 1)

general manager of the company's home instrument division.

The new Canonsburg factory will have a capacity of more than one million radio units annually, Baker reported. Production is expected to start about August 1. The building adjoins a record manufacturing plant which was opened by RCA Victor in 1947.

Most of RCA's radio and radio-phonograph production will be moved to Canonsburg from Bloomington to permit a broad expansion of television manufacturing facilities in Indiana. Before the end of the year, Bloomington will be devoted exclusively to TV production.

The RCA Victor home instrument division operates five other factories in addition to Canonsburg. Three other factories produce radio and TV tubes.

Plan Brokenshire Day

"Norman Brokenshire Day" will dominate the scene of Palisades Amusement Park on May 24, when the veteran WNBC combination disc-jockey and homey philosopher gets honored by loyal fans. After his 12:15 p.m. broadcast, Brokenshire will greet listeners, judge contests, and climax the celebration by selecting the "youngest grandmother" at the park.

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Network

EDUCATIONAL WEB LINKS 13 STATIONS IN TAPE PROGRAMS SERVICED FROM NEW YORK

(Radio Daily) .....Programs provided by the National Association of Educational Broadcasters are now being carried by 13 stations throughout the country and within the next few weeks, at least 15 additional stations will begin broadcasting the series, Seymour Siegal, regional director for NAEB and director of WNYC, reported yesterday. The series, which was begun in the latter part of February, is being financed through funds provided by Cooper Union. Shows are transcribed on tape at various places with the distribution being handled through WNYC in New York.

First series was made in Boston in cooperation with the Lowell Institute Cooperative Broadcasting Council. "We Human Beings" was the title of the first group while the second was on "A Long Life". The latter included talks on cancer, arthritis, accidents, alcholism and other diseases.

The Third series on "Great Themes in the Great Hall" was recorded at Cooper Union, now marking its 90th anniversary. Speakers include Rapph Bunche of the UN, Walter White of the National Association for the Advancement of Colored People and Carlos P. Romulo of the UN.

Army Band Included

Fourth series features the concerts of the United States Army Band while the fifth titled "Music for the Connoisseur" consits mainly of discussions by David Randolph.

Programs of the British and Canadian Broadcasting Companys will be made available in the sixth and seventh series to be produced later. UN presentations will be utilized for still another group.

Plans for the educational broadcasts were laid during June and July of last year at a meeting on the campus of the University of Illinois. Siegal, who was among those drawing up the so-called "Allerton Report", later put the plans to work and was instrumental in arranging the present programs.

Commenting on a recent article by Robert Hutchins of the University of Chicago in the BBC Quarterly which deplored the lack of educational broadcasts, Siegal noted that the present programs are evidence of constructive work being done in the field.

The recordings, thus far, have been produced on a very small budget given by Cooper Union and no talent fees have been necessary. The shows are available only for non-commercial stations.

Stations Listed

These stations now carrying the series in addition to WNYC are: WUOM, Ann Arbor, Michigan; WOI, Ames, Iowa; WHA, Madison, Wisconsin; WILL, Urbana, Illinois; KUSC, Los Angeles; KWSC, Pullman, Washington; and WOSU, Columbus, Ohio.

Also; WNAD, Norman Oklahoma; KUSD, Vermillion, South Dakota; WBAA, Lafayette, Indiana; WUOA, University of Alabama; and WLSU Baton Rouge, Louisiana.

Stations which will be running the series in the near future are: WDTR, Detroit; WWHI, Muncie, Indiana; WFIU, Bloomington, Indiana; WVSH, Huntington, Indiana; WFUV, New York; WAER, Syracuse; WZEK, DeKalb, Iowa; WBKY, Lexington, Kentucky; WMUB, Miami, Ohio; WUOT, Knoxville, Tennessee; WEPS, Elgin, Illinois; KCVN, Stockton, California; WKAR, East Lansing, Michigan; and WIUC, Urbana, Illinois.

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